

NOV 9th 1916

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Illustrated Weekly Newspaper
Established in 1855



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November 9, 1916

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LESLIE'S

ILLUSTRATED WEEKLY NEWSPAPER

The Oldest Illustrated Weekly Newspaper in the United States
Established December 15, 1855

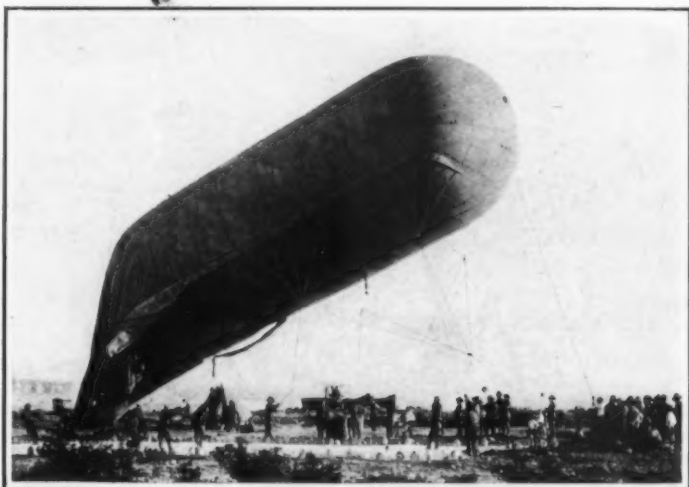
EDITED BY JOHN A. SLEICHER

"In God We Trust"

CXXIII

THURSDAY, NOVEMBER 9, 1916

No. 3192



THE ONLY MILITARY OBSERVATION BALLOON ON THE BORDER

A rubber company of Akron, Ohio, presented to the Ohio National Guard the observation balloon which is now being used by the signal corps of the army on the Mexican border. It has been utilized for watching the movements of Mexican forces and for photographing the maneuvers of the American soldiers. The picture is one of many which are constantly being sent in by readers of this magazine. In addition to the regular purchase price paid for all available pictures, *Leslie's* offers prizes each month for the best news photographs sent in.

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SUBSCRIPTION OFFICES: Main office—Brunswick Building, 225 Fifth Avenue, NEW YORK. European Agent, Wm. Dawson & Sons, Ltd., Cannon House, Breams Bldg., London, E. C., England. Annual cash subscription price \$5.00.

Persons representing themselves as connected with *LESLIE'S* should always be asked to produce credentials.

CHANGE IN ADDRESS: Subscriber's old address as well as the new must be sent in with request for the change. Also give the numbers appearing on the right hand side of the address on the wrapper.

It takes from ten days to two weeks to make a change.

EDITORIAL OFFICES: Main office—225 Fifth Avenue, New York. Washington representative—28 Post Building, Washington, D. C.

To Contributors: *LESLIE'S* will be glad to consider photos submitted by any amateur or professional.

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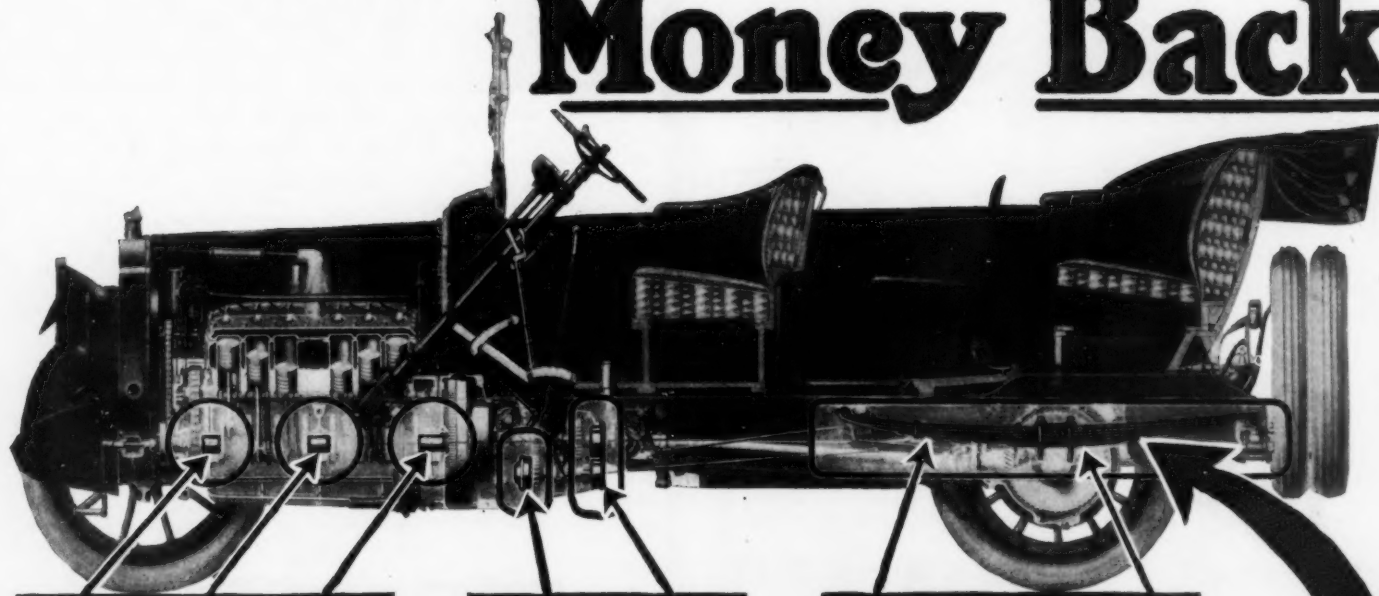
THE TIFFANY BLUE BOOK—NOT ILLUSTRATED
GIVES DESCRIPTIONS AND PRICES

FIFTH AVENUE & 37TH STREET
NEW YORK

TO be to tobacco what John D. Rockefeller was to oil was the ambition of James B. Duke.

This was his dream when the Duke factory was nothing but a tiny cabin in North Carolina. The story of how he realized his dream, or perhaps better, carried out his resolve, and the spartan sacrifices he made to do it, are told in this issue by B. C. Forbes in his eighteenth article on "The Men Who Are Making America."

Easy Riding or Money Back



The efficiency and life of a motor are directly dependent upon its bearings of specially lubricated anti-friction metal which are introduced between the crank case and moving parts. Dann Insert is to the spring leaves what these special bearings are to the motor.

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This BRONZE BEARING

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Between the Leaves of Every Spring From Tip to Tip

gives the smooth, easy, efficient spring action as necessary to the life of all the working parts of an automobile as it is to the riding comfort of the occupants. Stiff, inactive

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"The Lubricated Spring-Leaf Bearing"

Every spring leaf rests on a bearing surface; is responsive—flexible—works instantly—saves occupants of car from jolting—working parts of car from vibration, destructive pounding strain—eliminates vibration—retards car depreciation—increases tire mileage. Spring leaves are automatically, continuously lubricated—no spring squeaks.



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This is the record of Dann Insert sales. No other accessory has ever made such tremendous progress—found such instantaneous demand. Dann Insert is backed by a tremendous advertising campaign, producing business in your territory—business you could be cashing in on today if you were a Dann Insert Dealer.

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Model.....Year.....
Name.....
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Send me full information—facts, figures, prices and savings on Dann Insert.

EDITORIAL

LET THE THINKING PEOPLE RULE!

THE SAME OLD STORY

WHY is it that with the close of every exciting presidential election a sense of relief is felt throughout the country? Is it because of public disgust over the unfairness with which contending parties deal with candidates and issues?

The election is over. More than fifteen million voters have registered their choice. The decision of the ballot box is always and should always be accepted as final and the candidate chosen acknowledged as the people's choice.

Why is it that partisanship blinds the sense of perspective and leads the gullible public to swallow the crudest concoctions of political rumor-mongers just before election day?

Why is it that sane and sensible men and women permit themselves to be misled by atrocious cartoons and fiery editorials assailing men in public life, and lambasting private citizens as soon as they are nominated for public place, misrepresenting the views of candidates, distorting party platforms, and magnifying minor matters, while glossing over indictments of the most serious nature?

Why is it that political leaders on both sides fail to realize that "honesty is the best policy" in politics as in everything else and that to deceive the voter by unfair statements and unjust accusations is no better than ballot-box stuffing?

And what of the reader who has been misled by the political organ on which he has pinned his faith and perhaps on the judgment of which he has risked his money? What must he think after election of the newspaper that misled him?

And the editors of the purely political organs, how must they feel when they make their apologies to their readers as well as to the candidates for misjudgment of facts, misstatement of figures and misconception of political conditions?

The greatest need of this country is a press with a heart, a soul and a conscience, and the need is never more acutely felt than during a presidential campaign.

GET TOGETHER ON THE FARM

THE "What-Should-Be-Done-for-New-England" Conference recently held at Springfield, Mass., is evidence that New England intends no longer to be known as a region of hill towns with depleted population and abandoned farms. As New England has forged to the front industrially it has just as steadily declined agriculturally. Mr. Theodore N. Vail, in addressing the Conference on "Get Together," pointed out that the agricultural opportunities which once attracted the would-be farmer from New England no longer have the appeal they once had, that the West can no longer supply New England with foodstuffs—vegetable and animal—at such prices as will make it impossible for the New England farmer to compete, and that therefore New England must and should depend in the future on New England agriculturally for its supplies.

Cooperation was suggested by Mr. Vail as one means whereby New England may increase the output of her farms. By cooperation the methods of gathering, packing, grading, storing and distributing products may be regulated and improved; small producers will be able to combine their products and command attention from the markets as do large producers. Neighbors by cooperation will be able to make expensive machines do the work of many farms, and thus save in original investment in equipment and the depreciation that usually results through idle machinery. This form of cooperation is particularly valuable in a section like New England where farms are small and the individual farmer would not feel justified in purchasing all the latest machinery.

A revival of the old-fashioned custom of cooperation in labor is also suggested, by which in short and busy seasons the work of adjacent farms shall be performed by collective instead of individual effort. When one considers that the average yield per acre in European countries, where the land has been worked for centuries, has been made to exceed that of our fertile prairie lands, it is not difficult to believe that by intensive cultivation and scientific fertilization New England may have a future agriculturally, and become, as Mr. Vail predicts, "the greatest dairy and cattle-raising section of the country—the greatest Dairy and Cattle Show in the world."

JUST BEFORE THE VERDICT

WILSON

ON the seventh of November we will call time and say to each other, now that the talk is over and all the things have been said that will be regretted, let us sober up. Let's stop this indulgence in loose talk and really get down to the solemn business, for it is a very solemn business, of trying to comprehend our general duty with regard to the nation at large. And not only with regard to the nation at large, but with regard to the part we shall play among the other nations of the world. Our relationships with the rest of the world are going to be incomparably more intimate in the years to come than they ever have been.

HUGHES

IF I am elected President, we are going to have a business-like administration of our Government under a budget system. I had a few years of retirement in the only place on God's foot-stool where a man prominent in public life is free from the demands of the newspaper world. I left that place to step into a position in which I am constantly enjoying the friendship and companionship of men of the press. I was nominated on June 10. They put me to bed that night and got up with me the next morning, and they have been with me ever since. I found myself, when I was nominated, in a position of extraordinary exposure. I was organized for a life of quietude. Suddenly all of Washington seemed to be at my door.

LET THE PEOPLE RULE!

THE trouble in Mexico still continues.

At 94 years of age a Colorado Springs man has taken his fifth bride.

California labor unions have refused to admit Japanese. The manager of a circus company on the Pacific Coast was recently arrested and fined for not showing what he advertised on his showbills.

A prominent chemist makes the startling statement that this country is losing a billion dollars a year through preventable occupational diseases.

A New York magistrate recently sentenced two women strike pickets to the workhouse for refusing to take off sashes inscribed "Don't be a scab."

A native of Norway, residing in Portland, Oregon, had his application for citizenship opposed in Court by a local labor union because he was a millionaire.

Christopher Price a member of the crew of the *Monitor* during the fight with the *Merrimac* in the War between the States, recently died in Wisconsin. He had always refused to draw his pension.

While a Maryland woman with her two daughters was taking her intoxicated son home, the youth fell into a canal. The mother plunged in to save him and both were drowned.

A woman sixty-four years old was murdered in Michigan recently by a man who became acquainted with her through a matrimonial agency married her one day and killed her the next after stealing her savings.

New England farmers who struck for a higher price for their milk sent out pickets to seize cans of milk of farmers who would not strike. The pickets dumped the milk upon the road and let it go to waste.

A New Jersey farmer posted a note on his gate defying chicken thieves to "Come back and get the four chickens they had 'inadvertently overlooked.'" The thieves took the dare and the farmer missed four more fowls.

A well-brought-up, pretty twenty-year-old girl in New York who recently offered to marry any man with an income of over \$50 a week who would be kind to her and provide for herself and her mother, received 100 offers the next day.

A woman known as "The Diamond Queen of Chicago," who disappeared over 12 years ago after having given away over \$300,000 to charities, was recently found living the life of a recluse in poverty. She declared "I haven't enough now to buy a music-box."

A mob of white people in Paducah, Ky., recently lynched, and then burned the bodies of, two negroes, one for assaulting a white woman (who led the frenzied lynchers) and the other because he cursed the mob. A protesting judge, jailer and sheriff were mauled by the mob.

Because his seven-year-old daughter, after working all day in the field, sobbed herself to sleep at night, a Pennsylvania farmer kicked her to death and then carried the body to a stone pile under an apple tree and claimed that she had fallen and killed herself. Her brother, aged nine, saw the crime committed, told his mother, and the farmer was arrested.

And still the people rule.

THE PLAIN TRUTH

OBLITERATED! LESLIE's has always been considerate of every section of the country and has sought to wipe out sectional lines wherever these existed, and particularly between the North and the South. Sectional lines have no reason to exist. There is as much patriotism in the West, on the Pacific Coast and in the South as there is in New York City—sometimes we think there is more. We note with satisfaction that the Lawrenceburg, Tenn., *Union*, in reprinting an editorial from LESLIE's, compliments the latter on its opposition to sectionalism in any form.

DEFACING! The most earnest advocate of billboards as an advertising medium would grant that in certain places they mar the landscape and depreciate property values. Park Commissioner Cabot Ward of New York City had this principle in mind when he notified bill-posting companies that they must remove all advertising signs on park property. The West is more progressive than the East in this as in many other things. In Colorado, city and country local authorities are given control over unsightly signs within a certain distance of State highways as well as city parks and boulevards. Commissioner Ward hopes to create public opinion on the subject, which will give the proper authorities the "power to remove billboards where they act to negative and depreciate values and city assets which have been created at considerable sacrifice and expenditure." Such a plan should appeal to every taxpayer who is an interested party in the case. Would it not be feasible to call a conference of the park commissioners of all our larger cities to formulate a vigorous national movement along these lines?

BASELESS! The recent campaign witnessed no more unjustifiable attack than that of the President upon Robert Bacon, who sought the Republican nomination to the Senate from New York (and almost won it), and no reply more dignified and conclusive than that of Mr. Bacon to the accusation. The President charged that Mr. Bacon's "avowed position in respect to international affairs was unneutral," and that his intention was, if elected to the Senate, to use his influence "to promote the interests of one side in the present war in Europe." Mr. Bacon declared that neither statement had the slightest foundation in fact, and that were it not for respect for the office of President he would characterize it more strongly. The position on which Mr. Bacon urged his candidacy was nothing more nor less than the patriotic American position that America should hasten to prepare herself to repel any possible attack from any quarter whatsoever. This is not unneutral, nor would it mean the turning of this country from peace to war. A scholar and statesman who has already served his country with conspicuous ability as Assistant Secretary of State and Ambassador to France, Mr. Bacon is the type of man who is sorely needed in our public life.

LESSON! The high cost of living was the principal issue of the presidential campaign four years ago. The cost of living is higher than ever, but it was not an issue in the campaign just closed. The people have learned, during the past four years, that the high cost of living and high wages go together, as they always will. What farmer would like to have his produce selling at the prices of long ago when eggs brought 10 cents a dozen, butter 15 cents, cheese 6 cents a pound, wheat 70 cents, corn 30 cents and oats 20 cents a bushel, as these grains were sold in 1896? The consumer would like to have everything he consumes sell at the lowest prices, while the producer is always anxious to get the highest figures for his product. We are learning that the interests of the producer and the consumer are mutual, just as labor and capital are learning their dependence upon each other. That is the reason why, in this year's presidential campaign, the outcry that the tariff and the trusts were responsible for the high cost of living, and brutal cartoons showing the consumer ground down under the heels of bloated captains of industry were no longer in vogue. Once more we are learning the wisdom of Lincoln's words: "You cannot fool all the people all the time."

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Starting & Lighting Battery for Automobiles



The Servants of the Giant

THE spirit of the "Exide" Battery is the spirit of a Giant—strong, active, dependable, enduring, a literal "giant that lives in a box."

He is *your* servant—proved and tried, backed by the recommendations of the thousands upon thousands of motorists for whom he is working every day.

Yet he also has *his* servants. In order to make still more positive the reliability of his "day's work" he has established all over the country "Exide" Depots and Service Stations, where his servants reside. Each one of these servants is especially trained in knowledge of the Giant's constitution, just what it will do and just what it needs to keep it healthy and serviceable.

Their service is at the disposal of every "Exide" owner. They will give advice, inspect, test and re-water your battery, as often as you like, *free*. For they are *your* servants as well as the Giant's.

If you want the ultimate of dependability in starting and lighting battery construction and service, you will get an "Exide".

We will be pleased to send you helpful literature on the subject.

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THIS SIGN



"Exide" Depots and Service Stations throughout the country. Let us send you a list of them.

THE ELECTRIC STORAGE BATTERY CO.

The oldest and largest manufacturer of Storage Batteries in this country
1888 PHILADELPHIA, PA. 1916

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"Exide", "Ironclad-Exide", "Hycap-Exide" and "Thin-Exide" Batteries for Electric Vehicles

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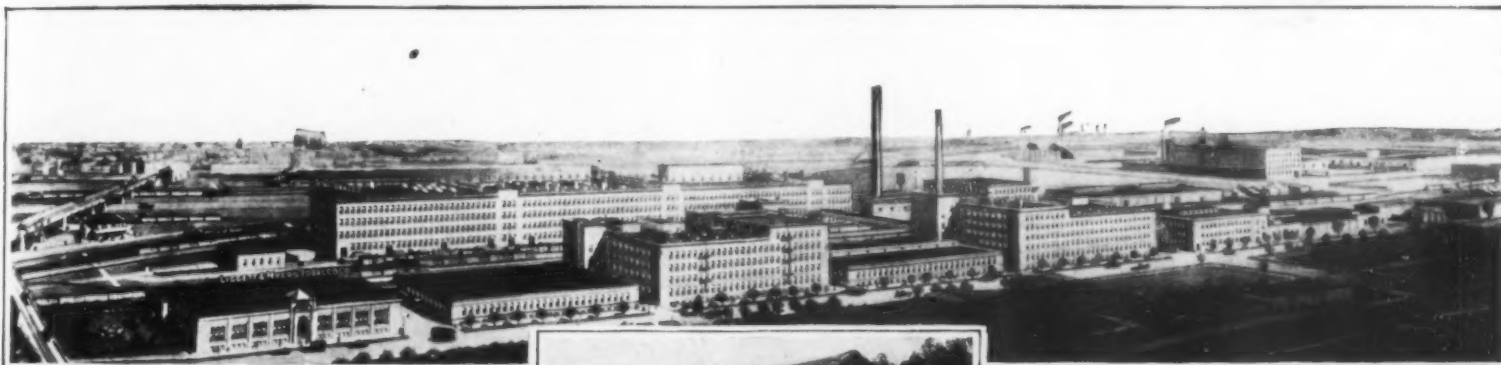
THE GIANT THAT LIVES IN A BOX



MEN WHO ARE MAKING AMERICA

A SOUTHERN LAD'S CLIMB FROM LOG CABIN TO TOBACCO KING—HOW JAMES B. DUKE, WHEN MAKING \$50,000 A YEAR, LIVED IN A HALL-BEDROOM AND ATE IN THE BOWERY TO SAVE CAPITAL TO CONQUER THE TOBACCO WORLD

BY B. C. FORBES



(Copyright, 1916, by B. C. Forbes)



THE ACORN AND THE OAK

The lower picture is from a photograph of the log cabin wherein the Duke family began manufacturing tobacco. The upper picture is of the Liggett and Myers Tobacco Company's plant at St. Louis—one of over 40 factories controlled by the Duke interests until the dissolution of the "Tobacco Trust."

AMERICA has many merchant princes and captains of industry but only three industrial kings: John D. Rockefeller, the Oil King; Andrew Carnegie, the Steel King, and James B. Duke, the Tobacco King. The history of the first two is well known. The career of the third, with the whys and wherefores of it, is here printed for the first time.

Each of the three had the same rough road to travel, the same obstacles to cleave and clear. Each used the same methods and the same tools—intense application, ceaseless watchfulness for opportunity, unwavering courage and self-confidence, readiness to assume responsibility, rigid frugality during early years, with, above all, infinite love of work and achievement.

At 14 James B. Duke, after having experienced life in a log cabin and almost inhuman poverty, won the position of manager of a small tobacco factory—the factory which formed the nucleus of the greatest tobacco enterprise the world has ever known, an enterprise dominant not only in America but in virtually every country under the sun.

So frugal was Mr. Duke and so determined to conserve capital for the development of the business that, after he was earning \$50,000 a year, he lived in a hall-bedroom in Harlem, New York, and ate his three meals daily in the cheapest lunch room in the Bowery! In his case, as in most others, great final success entailed great early sacrifices.

Young Duke set out to do in tobacco what John D. Rockefeller did in oil. And he succeeded in becoming the most powerful tobacco figure in history. He won for himself as dominant a place abroad as at home.

HARD WORK BRINGS SUCCESS

The reason? Here it is, in Mr. Duke's own modest words: "I have succeeded in business, not because I have more natural ability than many people who have not succeeded, but because I have applied myself harder and stuck to it longer. I know plenty of people who have failed to succeed in anything who have more brains than I had, but they lacked application and determination."

"I had confidence in myself. I said to myself: 'If John D. Rockefeller can do what he is doing in oil, why should I not do it in tobacco?' I resolved from the time I was a mere lad to do a big business. I loved business better than anything else. I worked from early morning to late at night—I was sorry to have to leave off at night and glad when morning came so that I could get at it again. Any young man with common intelligence can succeed if he is willing to apply himself. Superior brains are not necessary."

Long before Schwab or Morgan had dreamed of a huge steel trust, James B. Duke conceived the idea of a gigantic tobacco organization having such a volume of business as to be able to sell superior goods at lowered prices. Volume, he saw, was the key to industrial economy, efficiency and success. As long ago as 1888 he began to lay foundations for what became, in 1890, the American Tobacco Company, which succeeded so well that it supplied 80 per cent. of America's cigarette, pipe and chewing tobacco and snuff before the Government "dissolved" the so-called tobacco trust, in 1911.

Mr. Duke, moreover, had meanwhile crossed the Atlantic, waged a terrifically fierce but successful war in England and, through the British-American Tobacco Company, had gained for Americans control of a similarly powerful organization in Europe, an organization which set up factories in Germany, England, Holland, Denmark, Fin-

land, Belgium, Australia, China, India, South Africa, Canada, Jamaica, Egypt, etc.

The United States Government's action, however, caused the practical control to fall into English hands.

"If any British manufacturers had accomplished half as much for British trade as was accomplished in America, they would have been knighted; here you are indicted and



JAMES B. DUKE

CAMPBELL STUDIO

they want to put you in jail," declared Mr. Duke with a tinge of bitterness. "It discredits a man to succeed in a large way in this country nowadays."

"Why, in North Carolina, in the part where we made cigarettes, the largest tobacco crop the farmers ever had up to 1890 did not amount to more than \$4,000,000 to \$6,000,000. The crop now yields the farmers of North Carolina from \$50,000,000 to \$60,000,000 a year. I did my own share in making this development possible and I refuse to feel ashamed of it."

Mr. Duke's share was, I might add, at least ten times that of any other individual. He was the dynamo that energized the whole machinery.

ROMANTIC STORY OF THE DUKES

No great American enterprise had a more humble beginning than that of the Duke tobacco business which

evolved into the American Tobacco Company. The truth contains all the elements dear to the writer of fiction—war and ruination, log cabins, dire poverty, struggles born of necessity, pluck and perseverance, progress and ultimate triumph.

James Buchanan Duke was a four-year-old motherless toddler on a farm three miles from Durham, N. C., when the war broke out, in 1861. After the struggle had been in progress a year or more his father joined the Confederate army, selling out everything he had for Confederate money with the exception of a number of things which were to be paid for in tobacco, settlement to be made at the end of the war. The children were sent to their grandfather's, 30 miles from Durham. When the elder Duke returned in the spring of 1865, the purchaser of the farm was unable to make payment, but he was in possession, running the farm and occupying the dwelling house. There was nothing for Duke to do but to become a farm laborer for the other man, getting, in return, a portion of the crop.

Little James B., with his father and two brothers—his mother was dead—lived throughout the winter in a log cabin on the farm. All four slept on a straw tick in a corner of the cabin. Their sister was given a bed at the farm house.

The hardships suffered by the Duke family were almost heartbreaking. First Wheeler's Cavalry, of the Confederate Army, and, later, part of the Northern Army, had been stationed in that neighborhood—the surrender of Johnston to Sherman took place near Durham. The soldiers had cleaned up everything eatable for miles around. Parched corn was the staple food of the people in those days. Washington Duke, the father, regained his farm in the spring and eked out a livelihood for the family by buying small quantities of tobacco and other goods in one district and bartering it in the eastern part of the State for meat and flour which he brought back and peddled.

Farmers had begun to grow tobacco and those who owed Duke money before the war paid him in that commodity. He began to peddle it along with what he was able to grow himself. As the sons became old enough they helped both on the farm and at peddling. Having made a little headway, the Dukes bought the tobacco crops of other farmers and made arrangements to ship it to South Carolina, Alabama and other points. By 1871 the business had grown to about 40,000 to 50,000 pounds a year.

A SUPERINTENDENT AT 14

James B. had contrived to attend a free school during the fall of each year when work on the farm was slack; but although he was smart enough at his lessons, business appealed to him far more than book-learning. By the time he was 14 he had shown extraordinary aptitude in handling and peddling tobacco. He was full of ambition. He was keen to build up a big trade. And so it came about that he was installed as superintendent of the little log factory of the Dukes. Here he was, at 14, bossing about a score of workers and continually challenging the best of them to race with him at the work—there was, of course, no machinery then.

By the time James was 18 his father was worth \$10,000 or \$15,000 and he was anxious to send the bright youth to college. James astonished him by replying: "I don't want to go to college. I want a partnership in this business. I want to work and make money."

Thinking to test the mettle of the ambitious youth,

(Continued on page 524)

WATCHING THE NATION'S BUSINESS

BY THOMAS F. LOGAN, LESLIE'S WEEKLY BUREAU, WASHINGTON, D. C.

RETALIATION IN WARFARE

THE paraphrase of the note written by Count von Bernstorff, the German ambassador, on February 16 last, outlining the terms of settlement in the *Lusitania* case which has been given general circulation, indicates that the note, which is to be the basis of settlement, states specifically that the sinking of the *Lusitania* was justifiable but that the destruction of American lives was contrary to international law and an occasion of deep regret. An inspection of the note itself reveals that the word "justifiable" was used with reference to the general proposition that reprisals are justifiable in warfare. This does not make the road of this government any easier. While Secretary Lansing said six months ago that the von Bernstorff note was satisfactory, it is now learned that the United States government previously placed itself on record in opposition to the methods of reprisal by any belligerent, where such reprisals affect neutral rights. This position was taken in a formal note dated October 21, 1915. In a reply dated April 24, 1916, Sir Edward Grey argued that even though the measures taken by his government in placing restrictions upon neutral commerce might be regarded as retaliatory, they could not be regarded as illegal. Moreover, he set forth that they were occasioned and necessitated by "the illegal and unjustifiable proclamation issued by the German government" in its war zone order. Thus Great Britain is on record as defending methods of reprisal that may violate international law. Both Great Britain and Germany take practically the same position with reference to retaliatory measures. It is not clear how the United States can formally accept the von Bernstorff note in view of the general justification implied in the note of retaliatory measures such as the sinking of the *Lusitania*.

IGNORING NAVAL EXPERTS

WHEN a private corporation engages experts for a specific purpose, the advice they give is very carefully followed. The Navy Department not long ago appointed Rear Admiral Grant to take charge of all sub-

marines of the American fleet. Admiral Grant, however, has been a mere figurehead, and most of his recommendations for promoting submarine efficiency have been ignored. The result is that not one submarine on the Atlantic coast is fit for war service. This is not the fault of the experts, because they have had little to do with the policy of the Navy Department. The German government, with characteristic efficiency, long ago created a bureau to take charge of its under-sea craft. Russia has done the same thing. The Navy Department some time ago appointed a consulting board composed of eminent scientists and this has been a step in the right direction, but there is no use in having such experts unless their advice is followed. It would be well if the Government would consult eminent business men about business legislation and experienced farmers about agricultural legislation. There has been too much of a tendency in recent years to regard the Government as a thing apart.

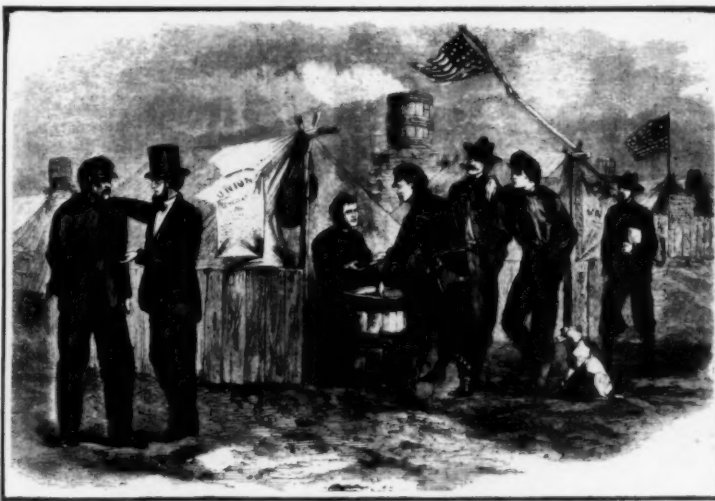
THE BOLL WEEVIL STILL UNCONQUERED

SECRETARY HOUSTON of the Department of Agriculture has written a letter of denial to a Southern farmer that any means, secret or otherwise, of annihilating the boll weevil had been discovered. Its annual ravages cause a loss of 400,000 bales of cotton in the South. Appearing in this country in the eastern counties of Texas in 1892, from its original habitat in Mexico, it spread in concentric circles in subsequent years until a foothold had been gained in practically all of the cotton-growing States of the South. The annual loss in Texas alone as a result of the weevil's depredations is placed at \$27,000,000. Every effort has been made by the Department of Agriculture to destroy the pest. It was thought at one time that the Guatemalan ant was its natural enemy, and a supply of these was imported. Whether the boll weevil turned on the Guatemalan ant is not clear. The fact remains that the ant has disappeared, leaving the weevil in control of the field. Thus far, the only successful means of control has been the burning of dead cotton stalks in the fall, thereby destroying in large measure the hibernating millions that would develop into active parasites during the coming season.

MAKING **IT** was the boast of Uncle Sam in an earlier day that he "had the men, he had the ships, he had the money, too!"

At the present writing he has the money to the extent of \$13,281,666 for a military aviation corps, he expects to get the airships, and he is offering such inducements as will doubtless find the requisite number of men forthcoming at the proper moment. Under the plans of the Signal Corps of the War Department the aviation corps will consist of approximately 300 officers, under whose command there will be in the neighborhood of 2,700 enlisted men, including non-commissioned officers. Applicants for training as officers must be between the ages of 20 and 27. The physical tests will be the same as in the regular army, while the mental tests require the equivalent of a college education. The

(Continued on page 527)



SOLDIERS IN THE ARMY OF THE POTOMAC VOTING

This year's election was the second in which voting booths were erected in army camps. In the presidential elections of 1864 the votes that were cast in cartridge boxes and pork barrels were of vast importance in re-electing Abraham Lincoln. The ballots used by the boys on the border, this year, were eight feet long and the names of all the candidates had to be written in by the voter.

THE TREND OF PUBLIC OPINION

BY CHARLTON BATES STRAYER

NORWAY'S NEW SUBMARINE POLICY

IN dealing with the U-boat menace, Norway has taken the bull by the horns, adopting a policy which shall secure the protection of her territorial waters, and one which may, after the war, become the basis of a new international submarine code. The Norwegian ordinance forbids belligerent submarines from traversing Norwegian waters, except in cases of emergency, at which time they must keep upon the surface and fly the national flag. Submarine merchantmen will be allowed to enter Norwegian waters only in a surface position, in full daylight, and flying the national colors. Neutral Norway, in proportion to the size of her merchant fleet, has been one of the biggest sufferers from submarine warfare. Her action puts submarines, whether warships or merchantmen, in a class by themselves. Such a policy would greatly simplify submarine operations within the three-mile limit, while leaving undetermined the status of submarines upon the high seas.

Dr. Alfred Zimmerman, German Under-Secretary for Foreign Affairs, has dispatched a note to Norway vigorously protesting against the submarine order. The course of the United States, in placing fighting submarines in the same class with other warships and mercantile submarines in the same class with other merchantmen and permitting them to enter our ports submerged or on the surface, is looked upon more favorably by Germany as embodying "a true spirit of neutrality." The position of Holland is practically the same as that of the United States, the Netherlands Government concluding not to intern merchant submarines, "because there is no principle of international law which would justify such a course." In regard to the sinkings effected by the German submarine off the coast of the United States, Dr. Theodore S. Woolsey, the eminent authority on international law, does not consider the episode of any special importance. "So long as she complies with the rules governing visitation and

search," says he, "she is like any other cruiser and the less fuss made about her the better. But she must not appear to hover near a neutral port, so as to virtually blockade it." The American Government has not yet defined its attitude on the possibility of a virtual blockade of its ports by submarines. American precedent is not lacking, however, and this is cited by M. Jean Herbet, French military strategist, who advances the view that the exploits of the U-53 "made a breach in the Monroe Doctrine" by sinking vessels off our coast. He recalls the case of French warships in 1870 cruising off New York in watch for German vessels. Although no law was violated, our Secretary of State warned France that the practice must be discontinued.

PEACE THAT SHALL LAST

THE most practical peace talk is that which concerns itself with the problem of keeping permanent the peace of the world after this war is over. The recent speech of Viscount Grey, characterized by the *London Daily News* as "the most important utterance that has been delivered by any statesman of the belligerent nations since the war began," pledged his support to a league to enforce peace and declared that the "best work neutrals can do for the moment is to try to prevent a war like this from happening again." In line with the oft-repeated statement that Germany would welcome the mediation of President Wilson at this time, Prof. Muensterberg, Germany's foremost unofficial spokesman in this country, says, "The hope that the United States will soon mediate between Germany and England is held by all of those who believe in peace." On the other hand, Allied statesmen have resented the suggestion that any neutral power should take steps to stop the war while Germany still remained in possession of so much conquered territory.

Cordial support, however, is given to the League to Enforce Peace, of which former President Taft is the head,

and which has the endorsement of both President Wilson and Mr. Hughes. The name suggests force, and as Viscount Grey points out, had there been such a league of nations in 1914, prepared to uphold by force their united agreement to maintain peace, there would have been no war. Philip Scheidemann, the German Socialist leader, declares that "all the nations are heartily sick of being lured to death by high-sounding phrases and promises." Both sides agree that when peace comes after this war it must not contain the germs of future wars. Germany says such a germ is the purpose to crush her commercially, while England contends there can be no permanent peace unless the menace of Prussian militarism is destroyed.

THE FIGHTING MACHINE OF THE FUTURE

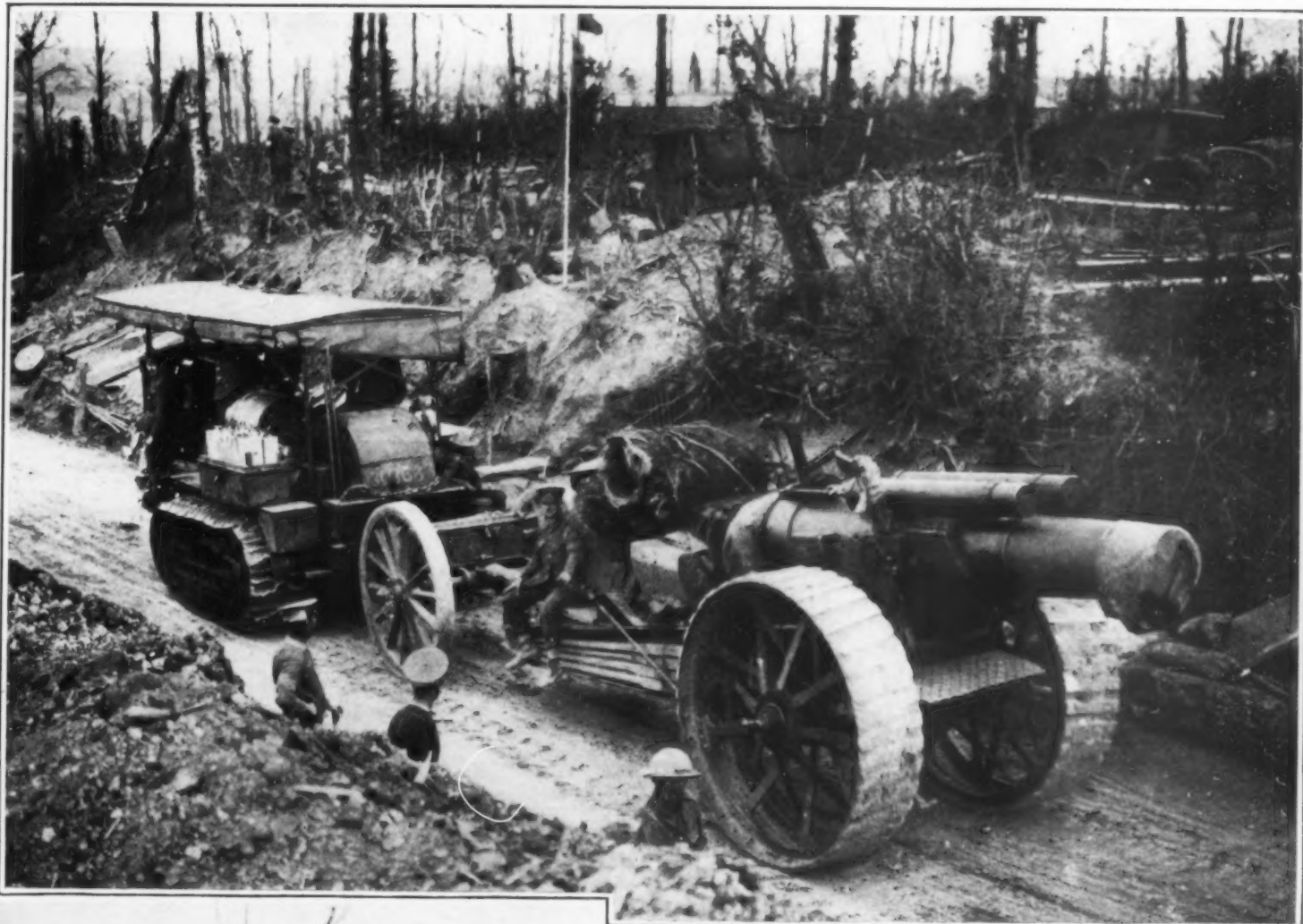
CONTROL of the seas has been the dominant factor in this war. Britain's naval supremacy gives her a grip upon the destinies of all nations. Claude Graham-White and Harry Harper, writing in the *Fortnightly Review* upon "Two Years of Aerial War," predict that in coming wars the control of the air will be even more essential than control of the seas. In the "push" of the Allies on the western front, the superiority of their air reconnaissance gives them a great advantage. However, it is the growing effectiveness of the aeroplane as a fighting machine, carrying death and destruction to the enemy, that is the most significant development of the war. Messrs. White and Harper predict that in future wars it will be the "great fighting aeroplanes, the machines for destroying hostile craft, or for laying waste land positions, which will be to the forefront," the scouting aeroplane playing a minor part in the general scheme.

In all defensive plans the United States has placed great reliance on its isolation. Our isolation may always have in it some measure of protection, but our long coastline, facing two oceans, makes us vulnerable

(Continued on page 527)

BRITISH IN BIGGEST BATTLE

OFFICIAL PHOTOGRAPHS FROM JAMES H. HARE, STAFF WAR PHOTOGRAPHER FOR LESLIE'S



DRAGGING MIGHTY GUNS TO THE BATTLEFIELD

The Battle of the Somme, which started July 1st and is still proceeding methodically with steady gains for the British and French forces, has probably surpassed in number of men engaged and in casualties the Battle of Verdun, and is therefore entitled to be called the world's biggest battle. The Allies' success has been due, largely, to powerful artillery. Many big guns are hauled by American tractors as shown in the photograph.



SAFETY BEHIND THE FIRING-LINE

Corrugated iron is now being used to roof dugouts near the front along the Somme. The iron is covered deeply with earth as a protection against shells. This particular dugout has a fireplace and chimney. The British lines in the Somme move forward slowly and the men now in the first lines are occupying trenches and dugouts built by the Germans. The captured territory is so devastated by shell fire that nothing living remains. Within a few weeks after the fighting moves on, however, grass and other small vegetation springs up, and next year the peasants will be struggling to cultivate the land that was plowed by artillery in 1916.

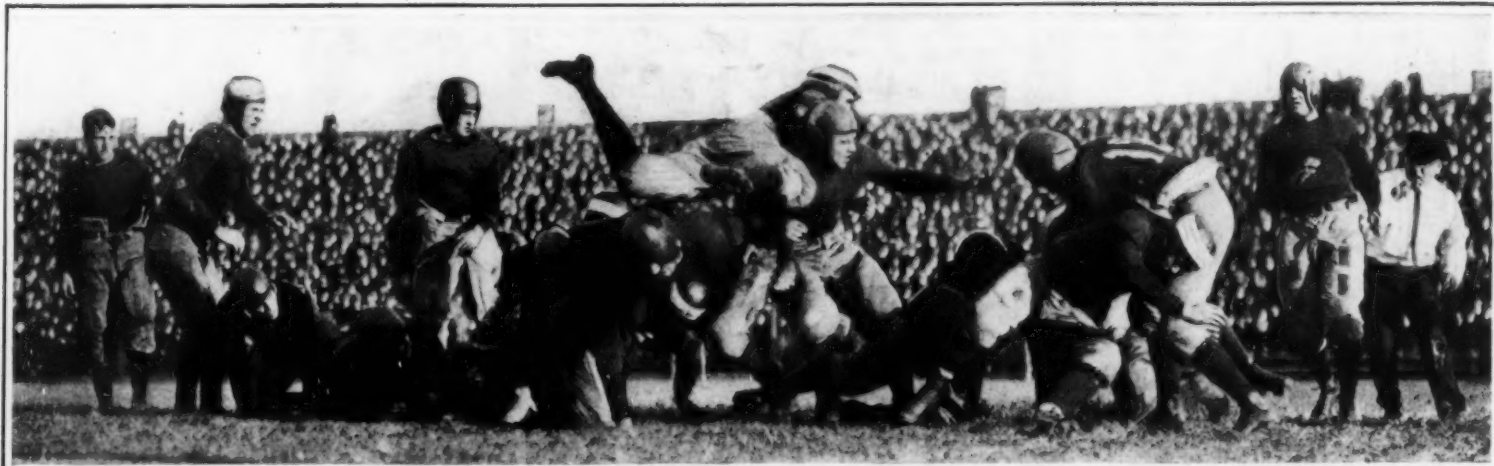


HANDS UP, GERMANS FOLLOW THEIR CAPTORS

German prisoners escorted through captured trenches at Thiepval. Until prisoners are taken out of the fire zone and searched they are made to hold their hands above their heads. The fifth man in line wears one of the new German steel casques, higher in the crown and having less brim than the British model.

SEEN IN THE WORLD OF SPORT

BY ED A. GOEWY (THE OLD FAN)



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BACK FROM THE BORDER, BERRY PLAYS SENSATIONAL FOOTBALL

In one of the most bitterly contested battles of the current football season, the Pennsylvania University team recently defeated the eleven representing the Pennsylvania State College, thereby reversing the result of the previous season's struggle. Howard Berry, the one-time all-around inter-collegiate champion, shown in the picture carrying the ball through the line, was the hero of the occasion, though but recently returned from soldiering on the Mexican border. He dropped two brilliant goals from the field, one from the 40-yd. and one from the 33-yd. line, and ran fifty yards for a touchdown, thereby piling up twelve of the fifteen points scored by the victors against Penn. State's 0.



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WAR HEROES BEATEN ON THE GREEN

Before the King of Montenegro and many French and English generals and French diplomats at the Parc des Princes, Paris, recently, an association football team formed of men of the British Twentieth corps, which won signal honors in the defense of Verdun, was defeated by the Association Sportive Francaise team by a 1-0 score. The picture shows the winning goal being made when the goal keeper of the Twentieth corps failed to save a hot shot.

"BILL"

He is rather off in Latin,
And he's not too strong in Greek,
And the higher mathematics
Always leave him limp and weak.
His philosophy is faulty,
Poetry he'll not peruse,
And at times we fear his language
Is the kind he shouldn't use.
If he has a favorite study,
Not a prof. has found it out;
And just why he came to college
Is a thing they talk about.
But admitting that his culture
Would give most folks quite a jar,
There's one time when every student
Will admit that Bill's a star.
That's when clad in guards and moleskin
He goes tearing through the line.
Crashing, crushing, ducking, running—
There are few sights quite so fine,
Big and brawny, clever, fearless,
He will plow through any foe;
That's why we overlook the many
Things which William doesn't know.



RAIN

A WATER QUEEN INDEED

In Mina Wylie, Australia adds another to her long list of title-holding swimmers. This water sprite recently won the 100-yards breaststroke championship of Australia, at Sydney, from many competitors in 1.30 4-5. She also holds the women's world's record for that event in 1.28 3-8.



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CHAMPION TRAVERS BOWS TO DAN CUPID

A romance of the links terminated recently in the marriage of Jerome Dunstan Travers, four times amateur golf champion and once open champion, and Miss Dorris Tiffany, who met first on the Powelton Club's course, at Newburgh, N. Y. In the picture, from left to right, are Miss Justine Weston, the maid of honor; Mr. Travers, Mrs. Travers, and Gilman Parris Tiffany, brother of the bride, winner of the Hudson River golf championship on six occasions.



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ON LAST HOLE BARNES WON PRO. GOLF TITLE

In a match which was not decided until the very last hole and the very last putt, James Barnes, the White-march Valley Country Club professional, recently won the championship of the Professional Golfers' Association on the links of the Siwanoy Golf Club, not to overlook a purse of \$500 and a diamond medal.

PEOPLE TALKED ABOUT



SHE RESCUED THE MONEY

When Miss Laura Ward entered the Citizens' Bank of Covington, Ind., one day, she found the cashier unconscious on the floor and the vault door open. Her woman's instinct told her that all was not well and she screamed. As she pursued the robbers, then disappearing out the back door, she continued to scream and when a posse took up the chase she went back and collected the money the robbers had dropped. The bandits were caught and the money restored. Before she became book-keeper and heroine of the bank Miss Ward was a school teacher, an employee in the census bureau and deputy county auditor.



THE MAID OF DES MOINES

For the week which began October 16, Miss Ruth Trent was monarch of all she surveyed. Des Moines, Iowa, celebrated Made-in-Des-Moines Week and chose Miss Trent from a large list of candidates for the presiding goddess. As Maid of Des Moines, the 19-year-old queen held sway over pills and structural iron and all the other things which proud manufacturers exhibited as local products.



THE ASSASSINATED PREMIER

On June 28, 1914, Archduke Francis Ferdinand of Austria-Hungary and his wife were assassinated. On October 21, 1916, Count Karl Stuergh, the Austrian Premier, was assassinated in a restaurant by Dr. Friedrich Adler, the editor of a revolutionary publication, and an advocate of an early peace. Count Stuergh was held responsible for the refusal to convene the Austrian parliament as advocated by Socialists and pacifists. His death and the appointment of his successor may have a marked influence upon Austria's future part in the war.



REAL WILD WEST THRILLS

Out in Colorado life still has its little shivers, as Mr. Robyn M. Perry of Oak Creek will testify. Mr. Perry is the manager of a coal mine, and the son of a father who would come to the rescue with \$15,000, according to the theories of two Greek bandits. The enterprising kidnappers abducted Mr. Perry and entertained him for two days in the mountains while his father was being notified of the terms of release. One night, while the bandits slept, Mr. Perry slipped his ropes and grabbed one of the Greeks' rifles. He offered to let the bandits escape. One did; the other reached for his gun. He's dead.



A NATIVE AMERICAN DRAMATIC TROUPE

Real Indians, with real Indian music and all the incidentals genuine Indian products, even down to the scene painting, produced "Hiawatha" on the Siletz Reservation, Oregon. The performance was in connection with the Indian Fair which is held there annually. Dan Jourdan, in the center of the group, conducted the music for the old songs and dances. Tenas Charley, at Dan's left, was one of the chief dancers. At Dan's right is one of the actors.



IN ONE KITCHEN TWENTY YEARS

Back to the kitchen, suffragettes, or you'll never win the \$10 prize. Rosa Hahn stayed for 20 years with one family when she might have stopped with 200 and made pfannkuchen when she might have been making speeches. Therefore the German Housewives' Society of New York City awarded her a prize of \$10 at the Society's annual party, October 19th. Rings, umbrellas, diplomas and other rewards went to other maids whose records for permanency deserved recognition. Many of the gifts the girls received were immediately turned back as contributions to the German war fund.

WARRING AMID ETERNAL SNOWS

FROM DONALD C. THOMPSON, STAFF WAR PHOTOGRAPHER FOR LESLIE'S



DIGGING AND FIGHTING ON MONTE NERO

These pictures were made during Mr. Thompson's visit to the Italian front late last summer. Even then the Italians were fighting with the Austrians among snow-capped peaks. Now all the higher Alps are swathed in snow and ice. While the Italians have advanced their lines somewhat in the Alps, the gains are small. In the direction of Trieste their successes have been greater, but they are seemingly still far from the capture of the city. In the upper picture Italians are shown digging trenches in the mountain heights. The lower picture shows a group of observers watching from a ledge on the mountain side the work of the Italian artillery. From the expression on the faces of the officers it may be inferred that the artillery is scoring many hits. The campaign waged by the Italians is, perhaps, one of the most difficult in the annals of warfare. Not only is the country so mountainous as to be almost impassable for artillery and supplies, but for 30 years the Austrians had been strengthening their fortifications along the border. Italy has paid a heavy price in blood and treasure for the ground won. Not only is Italy pushing the fighting along the Austrian border with heavy forces, but she maintains an army of occupation in southern Albania and has sent a large contingent of troops to operate under the command of General Sarrail in Macedonia. The Italians hold that part of the Allied line in Greece which abuts on Albania.

RUSSIAN ARTILLERY AT WORK

VIEWS FROM THE RIGA BATTLE FRONT

BY LUCIAN SWIFT KIRTLAND
STAFF CORRESPONDENT FOR LESLIE'S



THE WONDERFUL TELEPHONE SERVICE

Concealed behind an artificial bush, made of evergreen boughs, the telephone operators wait day and night for the messages that bind the scattered links of the artillery system into a whole. When an alarm is given, or a range determined, the telephone service transmits the information instantly and accurately. Great care is taken in constructing telephone lines to protect them as much as possible from damage by artillery fire. They run everywhere along a system of fortifications, forming a veritable network.



ARTILLERY OFFICERS DETERMINE THE RANGE

Modern artillery practice is largely a matter of mathematics. The range finders, such as the one in the photograph, are instruments of wonderful precision and make the long-range guns of to-day effective. The officers get the range and repeat it to the waiting telephone operators (in the picture to the left) who are in constant communication with the guns.



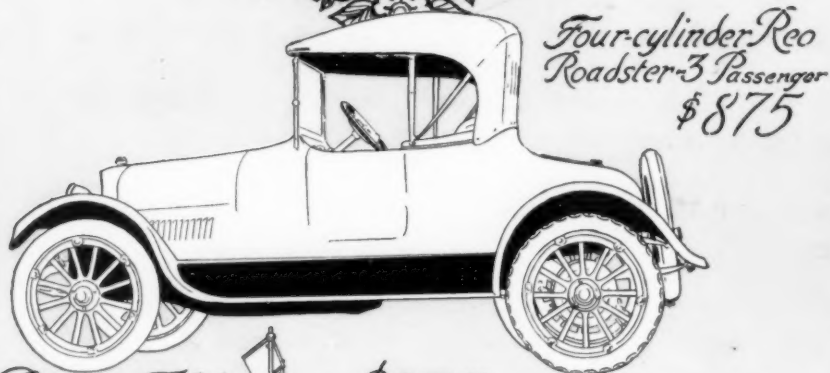
AIMING THE GUN

In this case the target for which the range has been ascertained and telephoned to the gun crew is an enemy aircraft. The gunners have only to set the gun as directed and serve it with ammunition. They get orders, usually, to fire a definite number of rounds, the observers from the advance posts meantime watching the results and correcting the range. Well-trained gunners are marvelously dextrous in serving the guns.

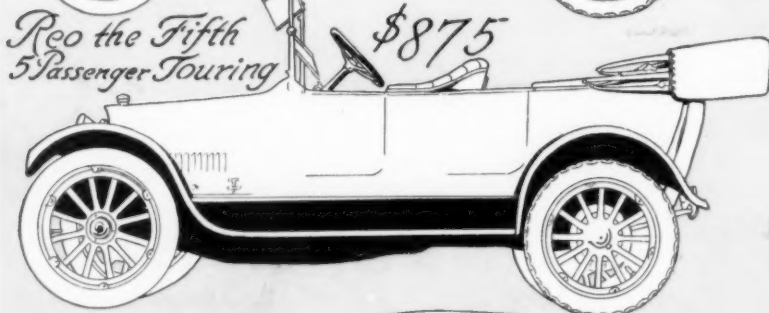


TAKEN AT THE PERIL OF LIFE

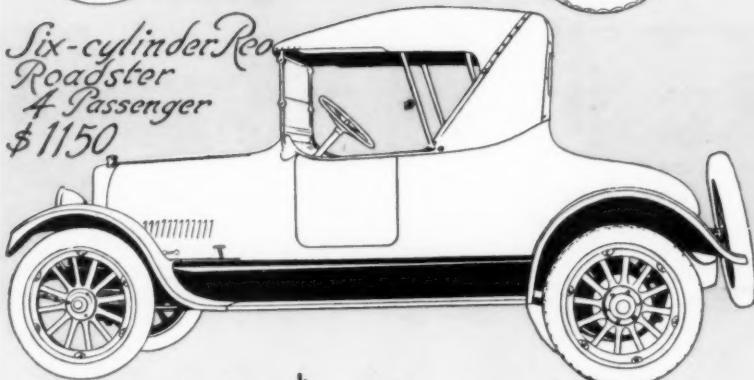
The gun and the gunners on this page are Russians, but the shell that made this splash was "made in Germany." It shows what happens when a shell falls in the water, and doubtless plenty of shots from the Russian gun above went into some other pond in the vast, swampy plain of northwestern Russia, where Slav and Teuton have been locked in a death grapple for nearly two years. Mr. Kirtland, who made this picture at the risk of his life, says: "One could be absolutely sure of a picture of a bursting shell provided he could work his way through a swamp to the edge of the pond. The shells were falling quite regularly, though rather wildly. It was just a question of setting the camera and waiting—and trusting to luck that one didn't fall too near."



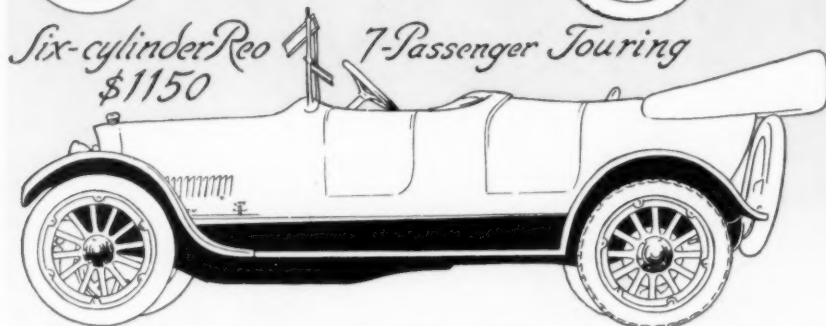
*Four-cylinder Reo
Roadster-3 Passenger
\$875*



*Reo the Fifth
5 Passenger Touring
\$875*



*Six-cylinder Reo
Roadster
4 Passenger
\$1150*



*Six-cylinder Reo 7-Passenger Touring
\$1150*



*Four-cylinder Reo
Enclosed Car
\$1025*

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Reo to make the best auto-
to make

Not the most, but the best. Not quantity, but quality,
is the Reo goal.

And every Reo man—from the Chief Engineer to the
Final Inspector—is imbued with that spirit, is
actuated by that desire to make good, dependable
automobiles. Better than others.

Visit the Reo Plant. You will be welcome—the doors are
always open. Reo Folk, proud of their work, are glad to
show you through. Note the atmosphere of the place.
Watch the workers—listen to the remarks you'll hear.

No one asks—"How many did we make yesterday?" as
you hear in so many factories nowadays.

For that isn't the thought uppermost in the minds of Reo
workmen.

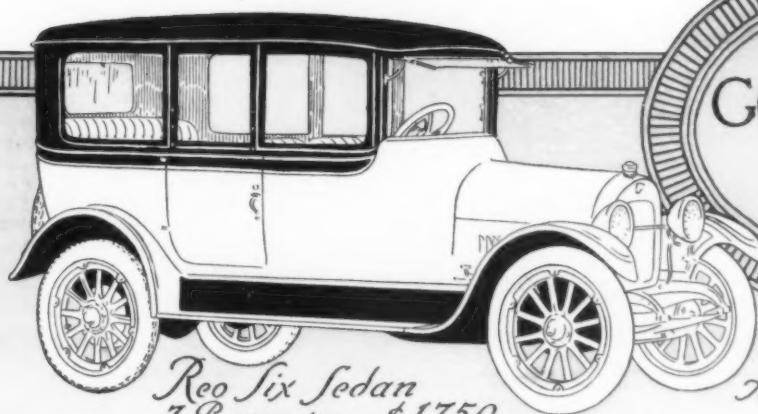
It's how many parts were discarded, turned back by the
inspectors—because of some error so slight it would
"pass" in most plants.

There's no secret—no necromancy—about Reo quality
or how it gets into the product.

It's the result of that fervent desire of the Reo Folk to
make Reo cars excel—and the eternal vigilance that
results from that desire—that is responsible for Reo
quality, Reo stability, Reo low cost of upkeep, and
finally, Reo preference—Reo demand.

Is it any wonder that Reo cars are known as "The Gold
Standard of Values"?

Reo Motor Car Company, Lansing, Mich.



*Reo Six Sedan
7 Passenger \$1750*

"THE
GOLD STANDARD
OF VALUES"

All Prices are f.o.b. Lansing, Michigan

MAKING TRAVEL LUXURIOUS

BY JAMES ADAMSON



IF you are in Boston, and pleasure or business require that you must leave for Los Angeles, you naturally expect to be transported without changing cars, except perhaps at Chicago, quite regardless of the number of railroads over which the Pullman in which you have made reservation is carried. That you expect to enjoy the comforts of a modern hotel including well-served meals, electric lights, heat in winter, electric fans in summer, hot and cold water, plenty of towels and immaculate linen as well as the service of well-trained employees, goes without saying. A barber shop, manicure, baseball ticker service, stenographer, valet, and the daily newspapers and magazines are further luxuries provided on the fastest trains.

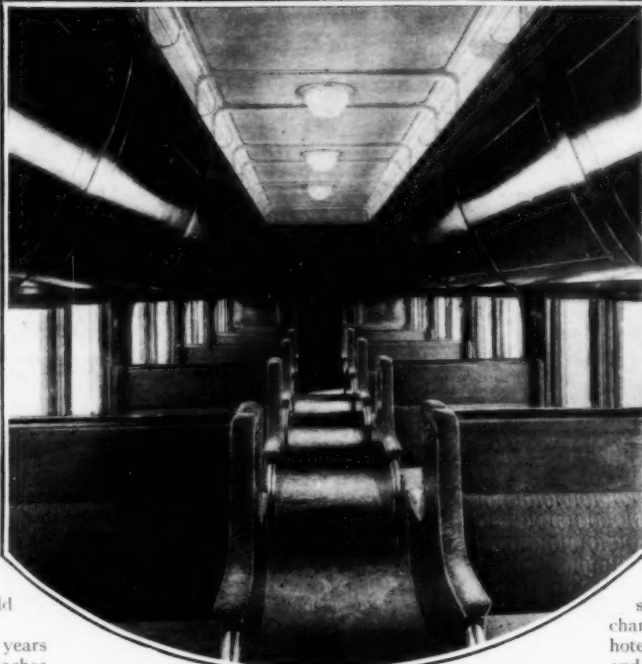
Back in the early fifties a young man was travelling in a sleeping car between Buffalo and Westfield. The car was a mere box car with a triple tier of wooden bunks built into the sides. Practical only for night travel, rude, unventilated, unsanitary, inconvenient and uncomfortable, the car impressed the young cabinet maker and contractor as the apotheosis of barbaric discomfort, and into his active brain came the conception of a car based on entirely different lines of construction, a car that would be comfortable and commodious, a car in which travel would be made pleasurable.

George M. Pullman was the passenger, and a few years later, in 1857, two old Chicago and Alton Railroad coaches were fitted with sleeping car features of his own design. The work was done at the Alton shops at Bloomington, Ill., and in 1857 the first Pullman was run from Bloomington to Chicago over the Chicago and Alton Railroad.

The next few years were devoted to costly experiments. A workshop was rented, skilled mechanics employed and the inventor evolved the elements, by sheer ingenuity, on which the modern Pullman is based. Following the two remodelled Alton coaches was born in 1863 the first real Pullman. In a shed on the site of the present Union Station in Chicago a car was constructed in which for the first time the space above the windows was utilized for the storage of bedding and furniture by what is known as the "Pullman upper berth" construction. This car was named the Pioneer and true to its title marked a far outpost in the development of railroad travel.

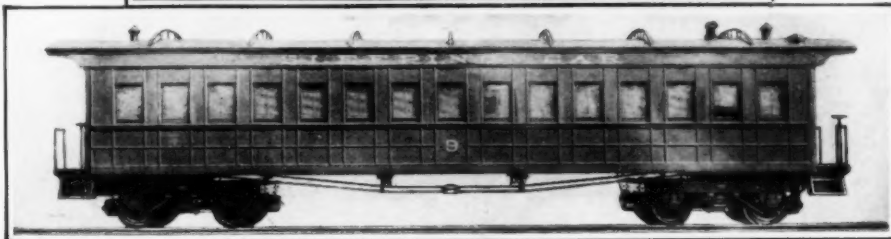
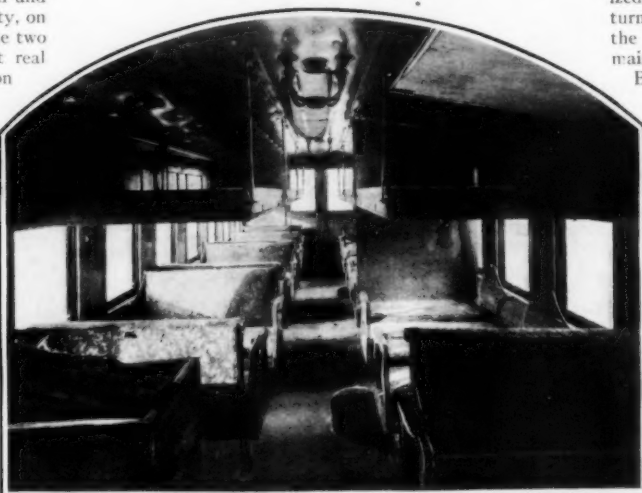
Due to the fact that the Pioneer type of sleeping car represented an outlay of practically \$20,000, while the cost of sleeping cars furnished by the individual railroads rarely exceeded \$4,000, it was necessary to charge a slightly increased price for a berth. In the \$4,000 cars \$1.50 was the price on certain runs; for a Pullman berth on the same run \$2 was asked. Undecided if the public would care to pay for the increased safety, comfort, cleanliness and convenience, cars of both types were operated on the same trains. The decision was instantaneous and the only grumblers were those who could not get accommodations on the Pullman cars.

One of the curious exhibits in the Pullman offices is the menu of the first dining cars (then operated by the Pullman Co., instead of the railroads, as at present) showing that the "high cost of living" was higher in those early days than now. For instance, eggs boiled or in any form were 40 cents, raw oysters 50 cents, coffee or tea 15 cents, and a half a spring chicken 75 cents. Another is the first instructions to Pull-



THE LATEST TYPE OF PULLMAN CAR IS ALL STEEL CONSTRUCTION

It is shown in the upper picture. The length is 82 feet 3 inches, and it has every luxurious accommodation that can be provided, as is shown by the lower picture, which is of an interior in the 1916 type of sleeping car.



THE OLD-STYLE PULLMAN WAS NEITHER PRETTY NOR COMFORTABLE

The exterior of the car is shown in the lower picture. It was 51 feet 9 inches long and built of wood. The interior construction is shown in the upper of the two pictures. This style of car did not provide convenient storage space for bedding, but it did have a large box (lower left of picture) for the fire wood with which it was heated.

man car employees, especially insisting that passengers remove their boots or shoes on retiring, that smoking in the car be confined to the rear end of cars, that the coal fires for heating the car be shaken or coaled only while the car was in motion, etc.

In the years that followed Pullman plunged himself with all the intensity of his nature into the perfecting of the construction of his cars and the development and improvement of the service. The dining car occurred to him as but a logical development of railway travel and was promptly designed and operated along with the sleeping cars. The drawing room car followed, but ranking with the development of the sleeping car itself was his invention of the vestibule—a feature of construction which placed the entire train under a single roof, permitted the passenger to pass freely and regardless of wind or rain from the diner to the sleeper, to walk through the entire length of the moving train. By this invention the dangers resulting from collision were greatly reduced.

When the first great railroad was opened to the Pacific, the most magnificent train ever up to that time constructed was built in the Pullman shops and put upon the rails. That it was possible to travel continuously for six days without change of car and with all the comforts of a luxurious hotel ranked in wonder the construction of the road itself and the country through which it passed. Tourist travel—travel for pleasure—literally began with the development of the Pullman car.

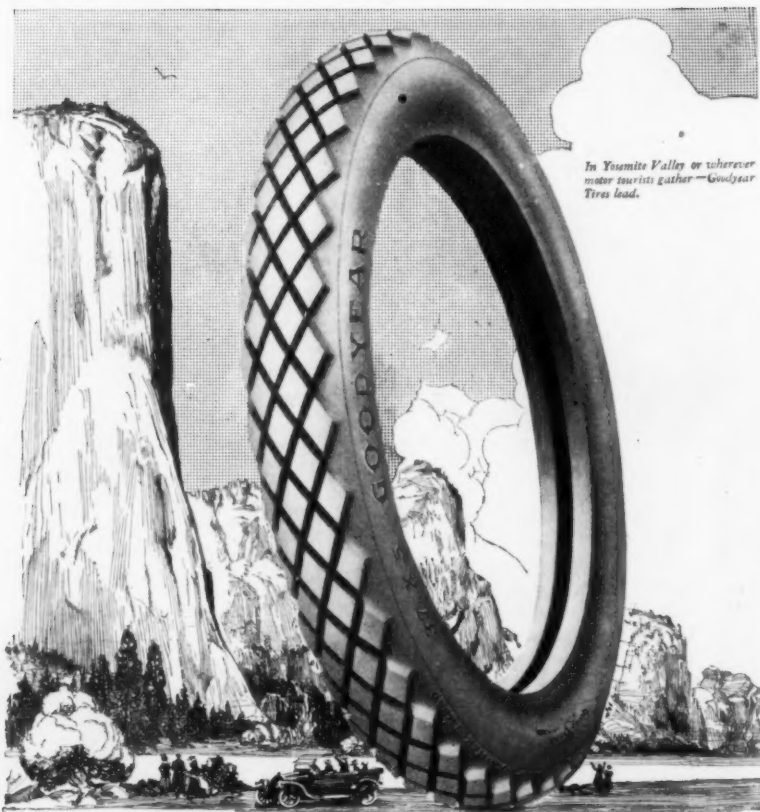
By the development of his service and operation of his cars over various railroads Mr. Pullman succeeded in affording the public a convenience and economy hardly realized. Specializing in sleeping and parlor cars, and finally turning over the operation of the dining cars entirely to the individual railroads, he succeeded in consistently maintaining the highest type of car known to the world.

By constant experiment no feature that might add comfort or ease was neglected; no expense was spared, no effort neglected. By operating a sleeping car and parlor car service over all railroads it became possible not only to operate better cars than the individual roads can afford, but it became possible for a traveller to make an uninterrupted journey without changing at any time of day or night from the cars of one road to the cars of another.

Today the Pullman Company operates approximately 5,000 sleeping cars and parlor cars throughout the country. Nineteen thousand employees provide the service that for 50 years has been developed. In its own shops in the town of Pullman, Ill., where approximately 7,000 workmen are employed, are constructed the cars necessary for the service. The steel car was not invented by the Pullman Company, but when six years ago it was brought to the attention of the Board of Standards by President John S. Runnells, and recommended by him, as the car of the future, its merits were instantly recognized, and since that day the Pullman Company has not constructed for its service a single wooden sleeping or parlor car.

Many of the Pullman employees have spent a lifetime in the continuous employ of the Company. There are porters and conductors in number who can count 25 years in the service. Annual pay bonuses for a clean record, pensions and other means for the development of co-operation and understanding between employer and employee have been adopted.

Please mention "Leslie's Weekly"



Judge Tires Best By the Intention and Ability of the Maker

Sight and touch are not final when you are judging tires. You cannot buy them as you do clothes.

A casing that will give way in a day's journey may look better than one that will run 10,000 miles.

A tire is good only as the manufacturer means to make it good and has the resources to do it.

So the *intention* of the maker, and his *ability* to do what he means to do, form the best basis for judging tires.

And the intention and ability of the maker are proved best by the combined judgment of tire users—for public favor finally is bestowed in exact proportion to value received.

So when you know that *one out of every three* new cars comes from the factory on Goodyear Tires—and that no other brand has so great a demand as this—you have the most important fact that can help you in selecting tires for *your* car.

* * *

Goodyear intention to make the best tires has been expressed in a continuous revolution of tire design and manufacturing methods. The Goodyear tire-making machines, the Goodyear fabric mill, the All-Weather Tread, the No-Hook Bead with its braided piano wire base, the On-Air Cure and other features—all are part of this continuous revolution. Each feature has corrected a recognized tire weakness and some of the most important features are *exclusively* Goodyear, kept so by patents or by high manufacturing costs which other makers refuse to pay.

Goodyear Tires, Heavy Tourist Tubes and "Tire Saver" Accessories are easy to get from Goodyear Service Station Dealers everywhere.

The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR
AKRON

In answering advertisements please mention "Leslie's Weekly"

MOTORISTS' COLUMN

MOTOR DEPARTMENT

CONDUCTED BY H. W. SLAUSON, M. E.

Readers desiring information about motor cars, trucks, delivery wagons, motorcycle motorboats, accessories or State laws, can obtain it by writing to the Motor Department LESLIE'S WEEKLY, 225 Fifth Avenue, New York City. We answer inquiries free of charge.



NOT A "ROAD" IN MEXICO, BUT A CITY (?) STREET
The pulling power of some trucks is well illustrated by the ability of the vehicle shown above to extricate itself from this bottomless mud hole. The load shown consists of pig iron, which was used in the temporary body to give sufficient traction to the wheels for demonstrating purposes.

GETTING FULL VALUE FROM THE HORSE

THE average merchant obtains his profit from a rapid turnover of the capital invested. A stock worth only a few hundred dollars may be sold at an eight or ten per cent. profit each week and the total return on that money can be reckoned in hundreds of per cent. at the end of the year. This merchandising situation means that any keen business man will feel that money which is not working for him, or an investment which is tied up in a non-productive equipment, spells inefficiency. It is this attitude on the part of merchants which constitutes the greatest obstacle to be overcome by the truck dealer. A business man may be thoroughly convinced of the efficacy of a truck installation, but because of the capital invested in a well-maintained horse delivery system he feels that the purchase of a motor truck or fleet of motor trucks would represent added capital, which could not be put to its regular weekly interest yield.

Of course many a business man can be brought to realize that modern delivery and transportation methods, as represented by the motor truck, will serve to increase his business by adding to his field of activity so that he can easily find work both for motor trucks and his original stable of horses and wagons. Again, to such a merchant, the cost represented by the purchase of several motor trucks will be such a small proportion of his total capital invested that he might see the advisability of "scrapping" his horse-drawn equipment, provided there were no market in sight for its resale.

But to the merchant operating but three or four horse-drawn vehicles, which can be easily replaced by one properly selected truck, the added investment represented by the purchase of such a vehicle is a real and vital problem. He may see his competitors turning to the truck for the solution of their hauling difficulties, and this fact alone will all the more convince him of the impossibility of liquidating the large investment in his former delivery system.

But the change in the attitude of prom-

inent bankers toward the truck as security for a loan, and the organization of one or more large companies formed solely for the purpose of financing the sale of motor business vehicles on the instalment plan, comes as a relief to a situation, which, to some manufacturers, dealers and prospective users, was becoming a serious problem. Under such a system, by the payment of a certain percentage of the original cost of the truck (seldom exceeding one-third of its value) and signing notes which bear only the legal rate of interest on the balance and which are due in eight, ten or twelve equal monthly instalments, the purchaser may secure immediate possession of his truck. This will make it unnecessary for him to take the value of his new means of delivery out of his business and will give him opportunity to find a satisfactory market for his horse and wagon equipment. In fact the time allowed for payment is so generous that it is quite probable that the complete amount involved may be saved from the actual difference in maintenance cost between the horse and truck system of delivery. This being the case, the sale of the horse and wagon equipment after ample time has been allowed in a search for a good market will represent so much increase in capital, and what might originally have seemed to represent a serious problem in the form of an actual liability will become a most productive asset.

QUESTIONS OF GENERAL INTEREST

STARTERS ON TRUCKS

T. E. D.: "Why are not more trucks provided with electric starting and lighting systems? It seems that this refinement, which has added so much to the pleasure car, would next make its appearance on the commercial vehicle."

Some manufacturers are providing certain models of their trucks with electric starting systems. Much depends upon the service for which the truck is to be used, the capacity of the truck, and also upon the psychology of the purchaser. The electric starter is

(Continued on page 523)

In answering advertisements please mention "Leslie's Weekly"

"When a Feller Needs a Friend"

By Claire Briggs



THIS picture illustrates the grand little indoor sport known as "passing the buck," indulged in all too commonly wherever there are boys and fathers and mothers. A fair question is entitled to a fair answer. When a boy musters up courage to ask for a real, genuine, sure enough King Air Rifle for Christmas, don't, in the name of fair play, make a shuttle-cock out of him.

Father, yours is the responsibility here. Take a determined stand on this question and see that Sonny gets his King. It will be the making of him! And you will manage one way or another to get as much fun out of it as the boy does. The hard war man has all sizes from 25c to \$2.50.

500 SHOT REPEATER, No. 22 King is a big favorite. Lever action. Automatic loading. Nicked barrel. Walnut stock. Light, strong, accurate. At your dealer's or direct from factory, prepaid for

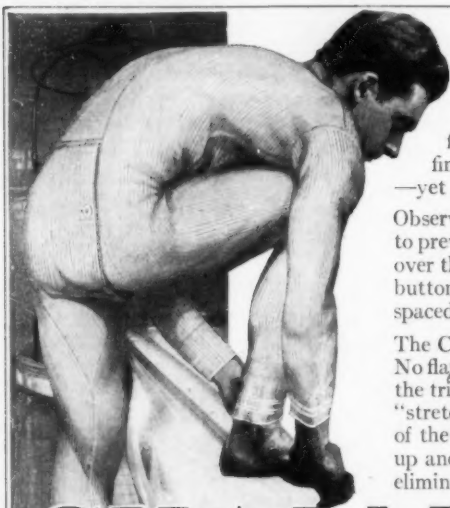
\$1.25

SEND FOR THE BRIGGS BOOK

—full of cartoons of boys having fun with Kings; containing story of the air rifle and how it is made; and listing the full King line with prices. Send 2c Stamp to Dept. I

THE MARKHAM AIR RIFLE CO.
Plymouth, Michigan

KING
AIR RIFLES



Examine—and compare—Chalmers Underwear. Then we know you'll wear it. You'll find the seams all flat and comfortable. You'll find the cuffs snug fitting—yet elastic and shape retaining. Observe the shoulders, reinforced to prevent the sleeves from sagging over the shoulder points. Look at buttons and buttonholes. Properly spaced and on right.

The Closed Crotch is even and flat. No flaps can gape open or bulge. In the triangular piece in the back the "stretch" runs opposite to the rest of the garment. It gives elasticity up and down as well as across. It eliminates "cutting in the crotch."

CHALMERS
UNDERWEAR

Fall and Winter Weights, Spring Needle Ribbed, Closed Crotch, Union Suits, \$1.50 up. Shirts and Drawers, 75c each

Chalmers
Underwear
MADE ON COOPER
SPRING NEEDLE MACHINE

The finished fabric is so wonderfully elastic—has such a stretch—yet springs back into shape and always retains its tailored fit—that we know you will buy Chalmers Underwear for all time—once you wear it and learn its amazing comfort. Ask your dealer.

Unusual Illustrated Booklet Free

CHALMERS KNITTING CO., Amsterdam, N. Y.
Also Makers of the Famous "Porosknit" Underwear

LESLIE'S TRAVEL BUREAU which appears in the first and third issues each month will give specific information to Leslie's readers who are planning to travel at home or abroad. Correspondents are requested to state definitely their destination and time at which the proposed trip is to be made. This will facilitate the work of this bureau. Stamps for reply should be enclosed. Address Editor Travel Bureau, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.

MEN WHO ARE MAKING AMERICA

(Continued from page 511)

the father said he would give him \$1,000 and let him go off on his own account for a while. James was quite ready to paddle his own canoe.

In a day or two, however, the father agreed to give James and another brother each a one-sixth interest in the business. The partnership boomed. The log factory no longer sufficed. A factory was built in Durham. "Duke of Durham" tobacco was finding an ever-widening market.

Then, in 1878, there was a consolidation. The Dukes took into partnership George W. Watts of Baltimore and also the oldest Duke brother, Brodie L., who had established quite an extensive tobacco business of his own at Durham. The five partners were W. Duke (the father), B. L. Duke, Mr. Watts, James B. Duke and B. N. Duke. The capitalization of W. Duke, Sons & Company was \$70,000. James B. had saved \$3,000 and his father lent him \$11,000 to make up the \$14,000 which each partner contributed.

The growing of tobacco was given up and all energies were centered upon the manufacturing and selling of leaf bought from other farmers. Again the growth was rapid.

The cigarette business was then in its infancy, the total sale in the United States being well under 200,000,000 cigarettes a year. In 1883 the Dukes took what was to prove an epochal step: they decided to enter the cigarette field. To insure success, James B., although the youngest partner in the business, being only 27, was put in full charge. The Dukes became the largest advertisers of that day in the United States, their annual bill reaching as high as \$800,000.

INVADING NEW YORK

Within a year a very large brick factory had to be built in Durham, whither the business had moved in 1875. It was decided, also, to invade New York with a factory for the manufacture of both cigarettes and pipe tobacco. James B. Duke came to the metropolis and built the thing up. They could secure more orders than the firm had capital to handle. It was at this stage that Mr. Duke lived in his Harlem hall-bedroom, ate regularly in a Bowery lunch room and plowed back into the business \$49,500 of the \$50,000 a year he was making. Not only so, but he insisted, against much opposition, that no other partner, married or single, be allowed to withdraw more than \$1,000 a year salary. He was after big and ever bigger business. To facilitate credit and other operations, the firm incorporated in 1885. The output of cigarettes quickly mounted to a billion a year, equal to 40 per cent. of the total cigarette business in the country, notwithstanding that others had had a long start of them.

The Napoleonic head of W. Duke, Sons & Company, Inc., however, was still not satisfied. He had not yet reached in tobacco the stage Rockefeller had reached in oil. Why not take over the principal tobacco concerns in the country, form one huge company, float stock and obtain capital to cover the whole land—and, incidentally, pave the way for the invasion of Europe?

With Duke, dreams never long remained dreams; they were made to take visible, concrete form. This one was so revolutionary that he spent nearly two years in bringing it to fruition. At last, in 1890, he formed the American Tobacco Company, which included four of the principal tobacco concerns in the country in addition to the Duke business.

"What was your main idea in bringing about such a gigantic merger?" I asked Mr. Duke.

"I wanted organization," he replied. "A business in order to succeed must serve the public better and cheaper than the other fellow, and to do that you must have volume. Our aim was to serve the people bet-

(Continued on page 525)

CLASSIFIED ADVERTISING SERVICE

Leslie's
ILLUSTRATED WEEKLY

Over 420,000 Copies Each Issue

PATENT ATTORNEYS

IDEAS WANTED — MANUFACTURERS ARE writing for patents procured through me. Three books with list hundreds of inventions wanted sent free. I help you market your invention. Advice free. R. B. Owen, 14 Owen Bldg., Washington, D. C.

PATENTS SECURED OR FEE RETURNED. Actual search and report free. Send sketch or model. 1916 Edition, 90-page patent book free. My sales service gets full value for my clients. George P. Kimmel, 217 Barrister Bldg., Washington, D. C.

MANY WELL-KNOWN PATENTS — THE KIND that manufacturers buy—made our reputation as "the attorneys who obtain Patents that Protect." Write us for evidence. Inventor's reliable book free. R. S. & B. Lacey, 57 Barrister Bldg., Washington, D. C.

WANTED IDEAS — WRITE FOR LIST OF inventions wanted by manufacturers and prizes offered for inventions and list of Patent Buyers. Our four books sent free upon request. Victor J. Evans & Co., Patent Attys., 813 Ninth, Washington, D. C.

PATENTS THAT PROTECT AND PAY. Books and advice free. Highest references. Best results. Promptness assured. Watson E. Coleman, 624 F Street, Washington, D. C.

WANTED AN IDEA? THINK OF SOME simple thing to patent. Protect your ideas, they may bring you wealth. Write for "Needed Inventions." Randolph & Co., Dept. 789, Washington, D. C.

AGENTS WANTED

AGENTS MAKE BIG MONEY. THE BEST line of food flavors, perfumes, soaps and toilet preparations, etc., ever offered. Over 250 lightweight, popular priced, quick-selling necessities—in big demand—well advertised—easy sellers—big repeaters. Over 100% profit. Complete outfits furnished free to workers. Just a postal today. American Products Co., 9065 3d St., Cincinnati, O.

EVERY HOME ON FARM, IN SMALL TOWN or suburbs needs and will buy the wonderful Aladdin kerosene (coal-oil) Mantle Lamp. Five times as bright as electric. Tested and recommended by Government and 34 leading Universities. Awarded Gold Medal. One farmer cleared over \$500 in 6 weeks. Hundreds with rigs or autos earning \$100 to \$300 per month. No Capital Required. We furnish Goods to reliable men. Write quick for sample lamp for free trial, distributor's proposition and secure appointment in exclusive territory. Mantle Lamp Co., 625 Aladdin Bldg., Chicago, Ill.

WHO WANTS TO MAKE MORE MONEY selling brushes that every household needs? Special method of getting entrance. Fuller Sanitary Brushes nationally advertised—largest output—best terms and prices. Write Fuller Brush Company, Hartford, Conn., and Rock Island, Ill.

EXCLUSIVE SALES AGENT WANTED IN every county. Position worth \$750 to \$2000 yearly. We specially train our agents. Have us show you. Novelty Cutlery Co., 38 Bar St., Canton, O.

HELP WANTED

WANTED—MEN AND WOMEN TO QUALIFY for Government positions. Several thousand appointments to be made next few months. Information about openings, how to prepare, etc., free. Write for Booklet CG811. Earl Hopkins, Wash., D. C.

GOVERNMENT POSITIONS PAY BIG MONEY. Get prepared for "exams" by former U. S. Civil Service Secretary-Examiner. Write today for free booklet 99. Arthur R. Patterson, Rochester, N. Y.

WANTED—MEN AND WOMEN AS GOVERNMENT Railway Mail Clerks, Carriers, Clerks at Washington. \$75 month. List positions obtainable free. Franklin Institute, Dept. P-132, Rochester, N. Y.

FARM LANDS

SMALL MISSOURI FARM, \$10 CASH AND \$5 monthly; no interest or taxes; highly productive land; close to 3 big markets; write for photographs and full information. Munger, C-139, N. Y. Life Bldg., Kansas City, Mo.

PROFITABLE LITTLE FARMS IN VALLEY of Virginia, 5 and 10 acre tracts \$250 and up. Good fruit and farming country. Send for literature now. F. H. LaBaume, Agr. Agt., N. & W. Ry., 244 Arcade Bldg., Roanoke, Va.

TYPEWRITERS

TYPEWRITERS, ALL MAKES FACTORY RE- built by famous "Young Process." As good as new, look like new, wear like new, guaranteed like new. Our big business permits lowest cash prices, \$10 and up. Also, machines rented—or sold on time. No matter what your needs are we can best serve you. Write and see—now. Young Typewriter Co., Dept. 1125, Chicago.

LARGEST STOCK OF TYPEWRITERS IN U.S. Guaranteed saving of \$10 to \$25 on any rebuilt typewriter bought. Remingtons, Underwoods, Oliverts and Monarchs. Write for big illustrated catalog to Dearborn Typewriter Co., Dept. B8, Chicago.

SALESMEN WANTED

\$100 WEEKLY MADE SELLING TO DEALERS on commission "18-92" highest quality Aluminum Cooking Utensils, guaranteed 20 years. Exclusive or side line. Write for proposition. Ipalco, Lemont, Ill.

SHORT STORIES WANTED

WRITERS! STORIES, POEMS, PLAYS, ETC., are wanted for publication. Good ideas bring big money. Others making money. Prompt service. Submit Mac or write Literary Bureau, 114 Hannibal, Mo.

MOTION PICTURE PLAYS

WRITE PHOTOPLAYS, SHORT STORIES, Poems; \$100 each. No correspondence course, start writing and selling at once. Details free. Atlas Pub. Co., 357 Atlas Bldg., Cincinnati.

SONGWRITERS

SONGWRITER'S "KEY TO SUCCESS" SENT free. Get real facts. We revise poems, compose and arrange music, copyright and facilitate Free Publication or Outright Sale of songs. Submit poems for examination. Knickerbocker Studios, 116 Gaiety Bldg., N. Y. City.

CREDIT TO ALL

DIAMONDS

WATCHES

WARE'S
XMAS DIAMOND SALE
OUR \$39.50 DIAMOND RING
is just the thing you want for Xmas.
This is an exquisite diamond of the
finest quality, perfect in cut and full
of fiery brilliancy. Price unequalled
anywhere. 30 Days' Free Trial. Easy
Payments. You won't miss the money.

2 CREDITS \$2 A MONTH

Ware's Holiday Watch Sale
Elgin, Waltham, Howard or any
Watch you want. Wonderful
values, diamonds, watches, rings,
jewelry, up-to-date designs. Buy
the Ware Way Easy Payments,
you will never miss the money.
Get posted, write today.
ALFRED WARE COMPANY
Dept. 648 St. Louis, Mo.

Big Free Catalog

Velvet Grip

OBLONG RUBBER BUTTON
Hose Supporter

The Oblong Rubber Button
is an exclusive feature of
Velvet Grip goods. This most
important modern improve-
ment in hose supporters has
taken the place of the old
fashioned round button. It
is a cushion of solid, live rub-
ber, and because of its large
holding surface it prevents
tearing and drop stitches.

Buy corsets having the hose
supporters with the Oblong
Rubber Button.

Sample set of four "Se-
wons" for women and
misses, 50 cents. Sample
pair of "Pin-ons" for
children, 15 cents (give
age). Sample pair of
"Baby Midgets" for
infants—15c, 10c; 10c;
silk, 15c, postpaid.

GEORGE FROST CO.,
Makers, Boston
Also makers of the
Boston Carter for men

Your Own Business!
You can start it with very small investment

World's Greatest Bowling Game

Own a big-paying TEN-PINNET business—
draw the crowds, get the money. Everybody
plays—it's new, fascinating, healthful! Alleys
38 to 50 feet long; installed in any room in
half-day. Entirely automatic—no pin boys or
upkeep expense—just someone to take in money.
Write quick for free illustrated catalog and agent's
prices. Learn what profits moderate investment
will make you in any town this Fall and Winter.

TEN-PINNET CO., 36 Draper St., INDIANAPOLIS, IND.

Make \$30 to \$60 Weekly

selling our new unequalled gasoline
table and hanging lamp for light-
ing city and rural homes, stores,
halls, churches. Most powerful light
known. ABSOLUTELY SAFE.

WE LOAN YOU SAMPLE
More brilliant and many times
cheaper than gas or electricity. Guar-
anteed five years. Everyone a possi-
ble customer. No experience neces-
sary. Exclusive territory free.

Write today
SUNSHINE SAFETY LAMP CO.
404 Factory Bldg., Kansas City, Mo.

Earn \$3000 to \$10000 Annually
BECOME AN EXPERT
ACCOUNTANT

Unlimited opportunities—500,000 firms need experts. Only 2,000
Certified Public Accountants in U. S. We train you quickly by mail
in spare time for C. P. A. Examinations or executive accounting
positions. Knowledge of bookkeeping unnecessary to begin—we
prepare you from ground up. Course personally supervised by Wm.
A. Chase, LL. M., C. P. A., 40 years Secretary United States Board of
Examiners in Accountancy; and large staff of experts. Low tuition
fee—easy terms. Write now for free book of Accountancy facts.
LaSalle Extension University, Dept. 1151-H-A, Chicago, Ill.

MEN WHO ARE MAKING AMERICA

(Continued from page 524)

ter than anyone else. And we did. The American Tobacco Company went ahead so fast that before the disintegration, in 1911, we were doing a business of about \$325,000,000 a year. This was 80 per cent. of the entire tobacco business.

"Also, while our firm had a very strong position in the cigarette end, I wanted to play a much larger part in the tobacco end. In those early days the total cigarette business in the country was only about \$8,000,000—2,000,000,000 cigarettes—while over \$100,000,000 was spent for other tobacco."

For the business which started in the little log factory on the Duke farm \$7,500,000 was received in 1890. That was the price the American Tobacco Company paid for it.

But that \$7,500,000 secured something even more important—the services and the brains of James B. Duke. These services and these brains were needed. It was not all smooth sailing for the "trust." English manufacturers invaded territory supplied by America and were playing havoc with the export division of the business. Mr. Duke packed a trunk, stepped on board a steamer, in 1901, and landed in London. His humble mission was to lick the English manufacturers to a frazzle right in their own country! He had never been abroad before in his life. He knew nothing of England or of England's prejudices and practices. Did the prospect of having to fight the most plutocratic tobacco interests of Britain, entrenched for many, many years, daunt him? Not at all. He knew he could "do the trick."

In ten days he had secured weapons to do it and had \$5,000,000 transferred by cable to clinch matters!

"However did you manage to do it so quickly?" I asked.

"I had nothing else to do," Mr. Duke replied, as if that explained his achievement fully and satisfactorily.

"Just how did you go about your famous fight," I persisted. I happened to have spent some time in England at that period and had vivid recollections of the nationwide excitement that raged there month after month, with the English newspapers lashing themselves into a fury over the Yankee tobacco invasion.

"I went to our London office," replied Mr. Duke after indicating that there was nothing remarkable in what he did. "I looked over the product of the chief English manufacturers, learned all about their position, their size and so forth. In two days I decided that I wanted control either of Player's or Ogden's."

"I first went to Player's, at Nottingham, told them exactly what I was after and asked their terms. They named what I thought was too much. So I next went to Ogden's, at Liverpool. The management were willing to accept the offer I made them, and within a few days the directors approved the deal, subject, however, to the sanction of the stockholders."

"By this time the English manufacturers were thoroughly alarmed. They had hastily laid their heads together and formed a combination under the name of the Imperial Tobacco Company to fight us. They showed up at Ogden's the day the stockholders met and tried to queer my deal by offering to pay a higher price. The Ogden directors stood by their agreement, however, and we bought the business."

Then the real fight began. Every manufacturer in Britain turned his artillery upon the Yankee-controlled Ogden's. Wholesalers and retailers alike joined to boycott Ogden's goods. The newspapers thundered against the "treason" of Ogden's in selling out to Americans and urged every loyal Briton to down the audacious Yankee.

James B. Duke, however, stood by his guns. Even when sales of Ogden's goods

(Continued on page 530)



Doing "the Impossible"

The Gordian knot is the ages-old symbol of the seemingly impossible. Alexander the Great gave it a place in legendary history when, unable to untie it, he cut it in twain with his sword.

This famous incident of antiquity has its modern counterpart in the real work of the men whose vision and unrestricted initiative brought forth the great Bell System.

In the development of the telephone, one Gordian knot after another has been met with. Yet each new obstacle yielded to the enterprise of the telephone pioneers. Every difficulty was handled with a will and a courage which knew not failure.

Man's words have been given wings and carried wherever his will directs. Electrical handi-caps have been overcome one by one.

The feeble current of telephone speech has had a way hewn for its passage through all physical impediments, until the entire country, from the Atlantic to the Pacific, is within hearing of a child's faint cry.

This record of the Bell System for past achievements is an earnest of future accomplishment. New problems are being met with the same indomitable spirit, which guarantees a more comprehensive as well as a more perfect service.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy One System Universal Service

LUDEX'S Stop "Throat Tickling"

Throat irritations won't disturb your sleep if you use Luden's. Clear the head—soothe the throat. Many uses.

In "Yellow Box"—5c
WM. H. LUDEN
Mfg. Confectioner
Reading, Pa.

LUDEX'S
MENTHOL COUGH DROPS
CANDY

The BILTMORE

Where the social life of New York centers by day and evening

CLOSE TO ALL THEATRES AND SHOPS

Faultless

The popular choice

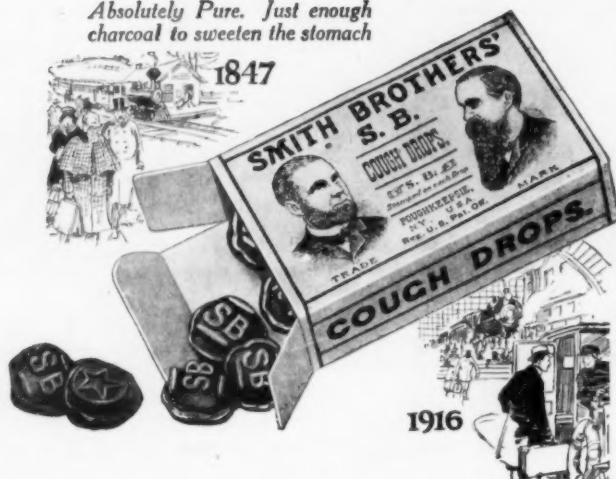
Pajamas Night Shirts

for rest and comfort

In answering advertisements please mention "Leslie's Weekly"

SMITH BROTHERS' S.B. COUGH DROPS

Absolutely Pure. Just enough charcoal to sweeten the stomach



The Same Weather, and the Same Precaution

FROM the creaky coach of yesteryear to the palatial Pullman of our day comfort has made great strides. But cold, damp and wet lurk outside to place their deadly grasp on unsuspecting throats now as then. Our grandparents fortified themselves with S. B. Cough Drops. So should you. That's a privilege they had you have also. Always take a cough drop at bedtime to loosen the phlegm.

SMITH BROTHERS of Poughkeepsie
Makers of S. B. Chewing Gum and Lasses Kisses
Your Grandpa Knows Us

ONE
NICKEL

21 JEWEL \$3.50 A MONTH



See THIS WATCH FIRST
Beautiful combination name and emblem cases
Sent Without One Penny Down

EASY PAYMENTS to suit you.
Write today. Your name on a postal
brings the FREE watch book.
SANTA FE WATCH CO., Dept. N-26, Topeka, Kan.



Put a dollar bill into an envelope addressed to us, enclose your card and Her address—then let the postman play Cupid for you. She will receive a pound and a quarter green and gold gift box of the most delicious, unusual chocolates that ever found their lucky way to Her mouth. In two trays, 30 different, luscious kinds, the like of which she never tasted before. Your card goes into the box, and the candy is sent to Her, fresh, the very hour it's made.

Send for wonderfully illustrated Favor Book, containing hints for Luncheons, Receptions, Parties, etc. It's free.

45 S. Broad St.
JANAS, Philadelphia, Pa.

HOTEL MARIE ANTOINETTE

Broadway, 66th and 67th Streets

NEW YORK CITY

SITUATED in the most convenient location in town. Modern in every detail; absolutely fireproof; within ten minutes of the leading department stores, shops and theatres. Convenient to Pennsylvania and Grand Central depots.

Rooms with Bath \$2.50 Per Day Up

Suites, \$4.00 Per Day Up

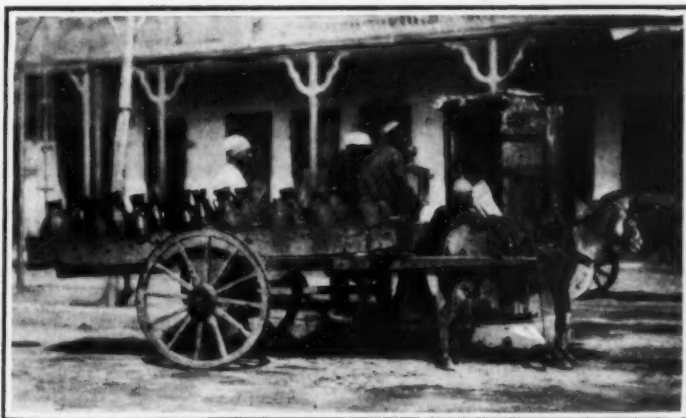
Rooms, \$1.50 Per Day Up

Restaurant of Unusual Excellence

H. STANLEY GREEN, Managing Director

EXPORT PROMOTION BUREAU

EDITED BY W. E. AUGHINBAUGH



WATER BY THE JUG, CHEAP. CARTAGE EXTRA.

Port Said is one of Egypt's most important sea-ports and the seat of the Governor-General for the Suez Canal. Of its 54,400 population in 1911, one-fifth were Europeans. The harbor is good and the port is an important coaling station. In addition to its exports of cotton the city is important for its large salt works. The native water supply, as the picture shows, is dependent upon carriers.

As a rule our business men seem to feel that if they have made a success of an enterprise in the United States they can do so abroad by the same methods. They never knew, or else forget, that climate, custom, religion, environment and many other circumstances have an important bearing on all markets.

Last week the president of a concern whose products are well known in this country told me that his company believed that their products would sell well among the Mohammedans of the world. I agreed with him. He then explained that as the Mohammedan markets were distant, freight high and customs duties chiefly assessed on the weight of an article, his organization had reduced the size and weight of their leading sellers for this territory, without impairing their value or efficiency, at an initial cost of \$250,000 for improved machinery. He showed me one of the new models. Emblazoned on it in two prominent places as a trade-mark was a rooster crowing at the rising sun. When I explained that the Koran prohibited reproduction by man, even in the form of a drawing, of anything made by God, and that the article with this device thereon could not be given away, much less sold to the devout followers of the Prophet, he nearly collapsed.

Let me give another example of the way in which our manufacturers run helter skelter into markets without investigating them. A well-known American alarm clock company decided to capture the business in Asia and Africa, formerly supplied by Germany. They assumed this trade could be secured by selling as good an article as the German one at half the German price. Thousands of dollars were spent for machinery to produce clocks which were shipped in large lots on consignment to the leading overseas merchants. But the clocks did not sell. Many dealers wrote that they could not give them away. The factory sent a man to investigate. He soon learned that the native of Asia or Africa did not buy an alarm clock to tell him the time and that the figures were absolutely without meaning to him. The agent also saw that an alarm clock was valued for its loud and various noises. A prominent native merchant of Calcutta showed the American in his house 48 different makes of clocks, no two of which kept the same time, but each of which had some special noise. It then dawned on the clock man that to catch the trade he must devise a timepiece with a click like a sledge hammer, a chime like a church bell and an alarm so aggressive as to make sleep in the neighborhood impossible for hours.

Japan, not content with capturing the trade of the Pacific, is now looming up as a formidable trade rival of the United States with Russia. A trade alliance has recently been formed between these two

countries with the idea of consolidating their mutual interests in the Far East with special reference to China. In this movement the Japanese government is assisting its nationals. The plans also contemplate elimination of German competition.

Mr. Robert H. Patchin, Secretary, National Foreign Trade Council, has pointed out the fact that we have no commercial treaty with Russia, and unless our Government consummates one soon, Japan will have secured everything worth while.

TRADE NOTES

Ecuador has passed an eight hour law. With its 186 national holidays and saint's days, and the 52 Sundays of the year in which the native will not work, the new law does not make this country particularly inviting to capital.

The Haitian American Sugar Co. has been organized to do business in Haiti. American capital follows the flag. Under Haitian rule no one would have dared to make such an investment.

The trade gains of this country with all Latin America have advanced fifty per cent. over the corresponding period last year.

Fifty-three additional American firms have opened branches in Rio de Janeiro during the past year.

Costa Rica wants to borrow \$500,000 for the purpose of constructing a wharf on its Pacific coast. Here is a good opportunity for investors, for the country is sound and one of the best in Latin America.

Cuba imported 600,000,000 feet of American lumber last year.

Carnival season is approaching in Latin America. All of these countries are large buyers of carnival goods such as confetti, serpentine, paper hats, balloons, novelties, tin horns and noise-making devices.

Cuba bought 537,696 packs of playing cards from the United States last year.

The largest dam in Europe is being erected in Talarn, Spain, by American engineers at a cost of nearly \$2,000,000. It is designed to produce power and for irrigation.

ANSWERS TO INQUIRIES

Mr. Aughinbaugh will answer all inquiries about foreign trade subjects promptly by mail. Such answers as are of general interest are printed under this heading. All subscribers to LESLIE'S are invited to make use of this service, which is entirely free.


T. T. Y. I suggest that you write the Chamber of Commerce of the various cities of Alaska regarding business opportunities in that territory.

H. R. The barbers of China and Japan shave the nostrils and ears of customers. You might buy a set of those thin razors from some local native dealer.

M. O'B. A novel advertising device for theatre curtains might sell well throughout Latin America as curtain ads are a favorite form of announcing wares to the public.

P. L. M. Crude native pottery only is made throughout Latin America. I do not believe that it would be possible to develop this industry against European competition.

R. T. T. Japanese fishermen have a few fish-packing plants along the western coast of Mexico. While fish abound along both coasts of Latin America there are no canneries. Some whale fishing is done by Chicanos in the Southern Pacific.



DIAMONDS ON CREDIT

Wear a Sparkling, Blue-white Diamond while paying on easy terms. Shipment made Prepaid for your examination. If satisfactory, send only 20% as first payment—balance 10% monthly. No security necessary. Transactions confidential. Guarantee with each Diamond. **WRITE TODAY TO DEPT. W FOR FREE CATALOG No. 10**
10% Discount for Cash.

JAMES BERGMAN
Established 1896
37-39 Maiden Lane
NEW YORK CITY



\$1 DOWN FREE TRIAL

BURROWES

Billiard and Pool Table

can be mounted on dining or library table or on its own legs or folding stand. No special room is needed. Put up or down in a minute. Sizes range up to 4 1/2 x 10 ft. (standard). Prices of Tables, \$15 up. Balls, cues, etc., free.

Burrowes Tables are splendidly made in every particular and adapted to the most skillful play. The Burrowes Regis High-Speed Rubber Cushions are the best made. Burrowes Tables now on sale in many cities and towns.

FREE TRIAL—Write us for catalog (illustrated), containing free trial offer, prices, terms, order blanks, etc.

THE E. T. BURROWES CO., 502 Center Street, Portland, Me.

Pay as You Wish

A wonderful discovery! The perfect substitute for diamonds. Genuine Lachnite gems now sent to you for full 10 days trial absolutely free. Compare the gems you select with any diamond you ever saw at any price—then if you can tell the difference, send it back at our expense. If you keep it pay only a few cents a day.

SET IN SOLID GOLD The fire of these dazzling gems lasts forever. Cut by world renowned diamond cutters of Europe. Will cut glass, stand fire and acid tests like real diamonds. Set in a host of gold and silver mountings. Write for FREE Book. Send your name and address for the FREE Book. **HAROLD LACHNITE CO., Dept. 2444, 12 N. Michigan Ave., CHICAGO, ILL.**

CLASSIFIED ADVERTISING

(Continued from page 524)

CORRESPONDENCE SCHOOLS

TRAINED TRAFFIC MEN ARE NEEDED everywhere by big shippers who pay big salaries. Splendid new, growing field. Wonderful opportunities. No special talent required. Write for new free book. It will interest you. Interstate Traffic School, 1181 Traffic Building, Fort Wayne, Ind.

COINS, BOOKS, STAMPS

WILL PAY \$100.00 FOR TRADE DOLLAR 1885; \$7.00 for 1853 Quarter without arrows; \$750.00 for certain \$5.00 gold without motto. Cash premiums for rare coins to 1012. Get posted. Send for our Large Coin Circular. Numismatic Bank, Dept. 18, Fort Worth, Texas.

NEWS CORRESPONDENCE

WRITE NEWS ITEMS AND SHORT STORIES for pay in spare time. Copyright book and plans free. Press Reporting Syndicate, 903 St. Louis, Mo.

WATCHING THE NATION'S BUSINESS

(Continued from page 512)

candidate promises to serve as an officer in the aviation reserve corps. His beginning, if accepted, will be as an aviation student, with instruction given at the expense of the Government. The service will comprise the organization of aero squadrons in various parts of the country. As soon as the student masters the art of flying he will be commissioned second lieutenant. An officer in the reserve corps will receive a commission for five years, with recommissions at the same or higher rank in prospect for successive periods of five years thereafter. The plans as formulated call for 54 master signal electricians, 190 first-class sergeants, 291 sergeants, 543 corporals, 1381 first-class privates, and 276 privates in the enlisted reserve corps. In times of actual or threatened hostilities the reserve corps officers are subject to such duty as the President may prescribe.

HELPING BIG BUSINESS ABROAD

TWO HUNDRED AND FIFTY THOUSAND corporations, outside of banks and railroad companies, are doing business in the United States. Nevertheless, the vast bulk of the foreign trade is handled by a little over a score of corporations. The reason the others do not engage in foreign trade is because individually they do not feel that they can afford to invest the large sums necessary for the establishment of foreign selling agencies and organizations. If they could prorate the expense, they would join hands and be able to put up a real fight for the markets of the world against the combinations and cartels of Europe. The Webb bill, introduced at the last session of Congress to permit such co-operative selling agencies, failed of passage. It should be passed at the next session, since there is considerable doubt about the right of manufacturers to combine, even for export trade, under the Sherman law. The Federal Trade Commission and the Bureau of Foreign and Domestic Commerce recently advised American lumbermen that they will be within the law if they form an export sales company to meet the competition of the organized exporters of northern Europe. The most important anti-trust cases in the history of the government, including the appeals in the Steel Corporation, Harvester, Shoe Machinery, Corn Products, and Kodak cases, are now scheduled for argument in the Supreme Court. The final opinions in these cases may clear up much of the doubt with regard to the Sherman law, but this statute, might well be revised generally to meet modern conditions.

THE TREND OF PUBLIC OPINION

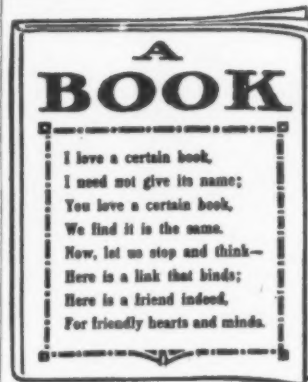
(Continued from page 512)

as are few nations. In the wars of the future, the attacks will be led by huge aeroplanes having a speed of 200 miles an hour or more. Nations may go down to defeat, by aircraft attack, which, in a few hours, could hopelessly cripple the nation not ready to defend itself in the air. It is argued that Great Britain, if she is to maintain her empire, must match by control of the air the control she now has of the seas. But what of the aerial defense of our own tremendous coast line, and our outlying possessions?

We gave birth to the first heavier-than-air flying machine, and it is to our everlasting discredit that as a nation we have done so little to develop it, and that the aeroplane occupies so small a place in plans for the nation's defense. The peaceful possibilities of the aeroplane have not begun to be grasped by the average person. Mr. Glenn L. Martin, one of the pioneer aviators and constructors of this country, says, "In developing flying we have outdone the birds and this is only the beginning." Mr. Martin is also authority for the statement that there is no means of transportation yet devised that will make sixty miles an hour as safely as an aeroplane.



Oh what joy, oh what fun! Everybody's on the run. Father, Mother, Auntie Sue, Uncle John and Brother, too.



Outlook Offers for 1917

For the Minds and Hearts of all the Family—for the Young and Older—Old and Very Young.

Something that will interest and delight the children, be helpful to the parent and teacher, or entertain the lover of brilliant and thrilling tales of fiction is always welcome in every family.

Send for Our Little Book of Special Offers for 1917

We will gladly mail it upon request, without charge.

The Outlook Company

393 Fourth Avenue

New York



Dearie you, dearie me! What can all the matter be? Read our story; then you'll know why we all are running so.



Three Cents a Day!

That's all. What you pay for newspapers—and yet, that small sum will stand between you and trouble. For that small sum you can have \$3,250 worth of insurance, if you are killed in an accident. For that small sum you have a weekly income if you are disabled in an accident. For that small sum your wife and your children may be saved the bitterest struggle for money.

One man in seven is killed or hurt in an accident each year. You don't know when an accident is coming, but for 3c a day you can be ready when the accident does come.



AETNA-IZE



Send the coupon today and let us tell you about the Aetna \$10 Combination Policy. 3c a day, if you are in "Preferred" occupation and under 50 years of age, brings \$1,250 to \$3,250 in case of death by accident; \$5 to \$10 weekly income for disability due to accidental injuries, plus \$1,000 to \$3,000 for loss of two limbs or eyes, or the income plus \$500 to \$1,500 for loss of one hand, foot or eye; or \$250 for death from any cause. You can make these amounts as much larger as you like by paying more

than three cents daily. (\$50 added to above payments for death if you are insured while under 40 years of age.)

There are other Aetna Policies. You can have as much or as little insurance as you want.

Send the coupon now and let us tell you what you can get for 3c a day.

AETNA LIFE INSURANCE COMPANY

Drawer 1341

HARTFORD, CONN.

The largest company in the world writing Life, Accident, Health and Liability Insurance

Agency opportunities for all Casualty and Bonding lines

An Aetna Agent has a national advertising campaign working for him all the time

Name _____ Occupation _____
Bus. Address _____
AETNA LIFE INSURANCE COMPANY
Drawer 1341
I have marked the kind of insurance I want to have: Life ☐ Accident ☐ Health ☐ Disability ☐ I am insuring myself for \$ _____
24 A

The Best Investment for \$1,000

or any other sum is the safe investment yielding the largest return.

First Mortgage Serial Real Estate Bonds, yielding 5½%, meet both requirements. Their safety is shown by the record of this House—34 years without a dollar loss to an investor.

Write today for Circular No. K-602

S.W. STRAUS & CO.

Established 1882
Incorporated 1900
CHICAGO NEW YORK
DETROIT-MINNEAPOLIS

Stocks and Bonds ON THE PARTIAL PAYMENT PLAN

A small first payment enables you to purchase one share or bond, or as many as you care to, of Railroad, Industrial or Public Utility Companies. The balance may be paid in convenient monthly installments of \$5, \$10, \$20, etc., depending upon number purchased.

You may divide your investments among several dividend paying securities under this plan.

Write for "Booklet A-2"

It is interesting and fully explains "The Partial Payment Plan." Free upon request.

SHELDON-MORGAN & Company

42 Broadway New York City
Members New York Stock Exchange

Business men, bankers and investors are anxious to keep posted as to the effect in the financial and business world, of the great events which are transpiring. A current magazine recently said:

"The Bache Review is known for its sound and unprejudiced opinion of events. Not only is it valuable as an aid to stock investments, but the Review is highly regarded by business men everywhere as a reliable authority on the current business situation."

The Bache Review

With Suggestions for Investment will be mailed free on application to

J. S. BACHE & CO.
Members New York Stock Exchange
42 Broadway, New York

Sugar Stocks for Investment

The opportunity for investment in Cuban and Porto Rican Sugar Stocks is exceptional.

We specialize in Sugar Stocks and are prepared to furnish accurate information and quotations at all times.

Tefft & Co. 5 Nassau St. Tel. 5400 Rector
Members New York Stock Exchange

Odd Lot Orders

If you want to know the exact way in which buying and selling orders for less than 100 shares are handled, send for Booklet K-4, "Odd Lot Orders."

John Muir & Co.
SPECIALISTS IN
Odd Lots

MAIN OFFICE, 61 BROADWAY, N. Y.
Members New York Stock Exchange

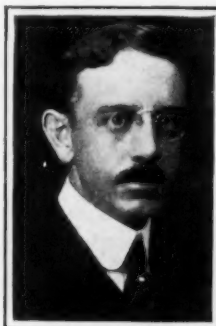
Investment Bonds

Small Payment Plan

E.F. Combs & Co.

120 Broadway, New York

JASPER'S HINTS TO MONEY-MAKERS



LEWIS B. FRANKLIN

Vice-President of the Guaranty Trust Co., of New York, who was reelected President of the Investment Bankers' Association of America.



FREDERICK E. FENTON

Of Devitt, Tremble & Company, Chicago, whom the Investment Bankers' Association reelected as Secretary.



REAMY E. FIELD

Of Field, Richards & Company, Cincinnati, chairman of the entertainment committee, who made the visiting bankers feel entirely at home.

PROMINENT FIGURES IN A GREAT FINANCIAL ORGANIZATION

The Investment Bankers' Association of America recently held a convention at Cincinnati, Ohio, and considered many matters of importance to investors. The association stands for conservative methods and honorable dealing. The convention was largely attended and the association reelected its principal officers.

NOTICE.—Subscribers to LESLIE'S WEEKLY at the home office, 225 Fifth Avenue, New York, at the full cash subscription rates, namely, five dollars per annum, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street, and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of LESLIE-JUDOR Company, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be enclosed, as sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, LESLIE'S WEEKLY, 225 Fifth Ave., New York. Anonymous communications will not be answered.

THE strength of the stock market is not dependent on war orders. The revival of prosperity began when war orders poured in. They stimulated business when our industries were all feeling the depression of 1914. These orders from abroad received in increasing volume and to staggering amounts have helped the industrial situation in this country immensely. They not only saved the industrial situation, but it looks as if they may save the railroads from the embarrassment that threatened them with their diminished traffic and increased cost of everything and especially of labor.

The railroads now find themselves confronted with a car shortage which means that they will be obliged to spend enormous sums for equipment. Their increased earnings are re-establishing their credit slowly.

I have repeatedly called attention to the fact that if the railroads were given fair play and living rates to meet the increased cost of material and wages, they would be prepared to expend more money in renewals, repairs, equipment and extensions than is now being expended in this country for war orders.

On the highest authority it is stated that the railroads, if they were enabled to borrow the money, stand ready to spend \$1,000,000,000 a year for five successive years. This would mean plenty of work for our steel and iron industries, a stimulus to the lumber, leather, brass and all the other industries upon which the railroads depend for supplies.

I hope that the administration at Washington will see to it that the regulation of the railroads is committed to the federal authorities and not left to the whims of politicians in forty-eight different states, all of them acting at cross purposes. But this is a matter for the stockholders of the railroads to bear in mind, and not only for them, but for every railway employee.

With railway orders added to war orders, the prosperity of the country for the time being is assured and this prosperity will continue to be reflected in Wall Street. There will be recessions in prices at intervals, for the big operators who sell at a profit always seek to buy back on favorable terms, but on every recession, as long as money is

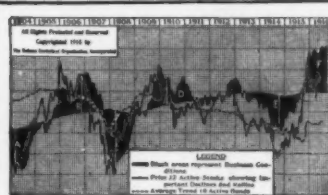
plentiful and business good, stocks of the better class can be bought in hope of a profit.

Few realize how profitable some lines of business are at this time. A little item recently appeared in a Pittsburg paper announcing that the Quaker Oil Company, a subsidiary of the Pure Oil Company, has just declared a dividend of 700 per cent., following a dividend of 1,000 per cent. last May and of 1,400 per cent. in March. This company is allied with one of the bitterest competitors of the Standard Oil Company. If the latter were declaring dividends at this enormous rate, what would not the busters and smashers say of it? All along the line the earnings of our great industries, as well as of our railroads and express companies, are increasing at an astonishing rate. Never before have the public been so deeply interested in our great corporations, both industrial and railway, as they are to-day. At a recent meeting of the Great Northern Railroad, it was made known that it now has 24,000 stockholders. This is only one-third of the number of shareholders of the Pennsylvania and less than a quarter of the shareholders of the Steel Corporation.

The American public is just learning that it can share in the prosperity of the greatest of our corporations and that if Mr. Rockefeller makes money out of his dividends on Standard Oil, any one can go into the market and buy its shares and get the same dividends that Mr. Rockefeller receives, for every stockholder gets precisely the same rate of dividend.

In these days when brokers are inviting their customers to trade in the smallest amounts, even in a single share, and when great corporations are following the example taught by the companies abroad of offering their bonds in denominations as small as \$100, every one is becoming an investor and the outcry against Wall Street is subsiding. The New York Herald has done no greater service than to show, by an expression of opinion throughout the country, that Wall Street is a legitimate market for the sale of legitimate products to legitimate buyers. In the language of the Herald, "the real Wall Street is the business life, the industry, the productive energy of this country. In every nook and corner of the land—in every savings bank wherein the miner, the railway worker, the farmer, the workman earning his living by the skill of his hands and the sweat of his brow places the savings that represent his toil—there is the real Wall Street."

Under existing conditions, the rise in the stock market is apt to continue until it carries securities far beyond the margin of safety. No ordinary incident is apt to change the current. Anything out of the



Watch Your Profits

On November 21 our bulletin, "The Investment Situation"

will be issued. It will deal in a thorough manner with the conditions which exist at this time.

Avoid worry. Cease depending on rumors or luck. Recognize that all action is followed by equal reaction. Work with a definite policy based on fundamental statistics.

Copy of November 21 Bulletin sent free. Write Department L-31 of the

Babson Statistical Organization
Statistical Block Wellesley Hills, Mass.

Largest Statistical Organization of its Character in the World

Milwaukee, Wisconsin

the third largest city in the unsurpassed farming region lying adjacent to the Mississippi, is a vast outlet for varied farm products.

Our location here has given us a close, constant and intimate knowledge of agricultural conditions and enables us to offer a selection of

Farm Mortgages

to intelligent investors who want to know what they are buying.

Correspondence with us obligates you in no way—we will be glad to give you the benefit of our long experience in investments.

MARKHAM & MAY COMPANY
1222 First National Bank Bldg.

MILWAUKEE WISCONSIN

SOUND FIRST MORTGAGES

We Pay 6% Secured by Oklahoma Farms worth three times the value of the loan. The demand for these first mortgages in unsettled times indicates their unusual stability. First Mortgages don't shrink in value—they are safe and sure. Interest always paid date it is due. Over \$1,000,000 loaned and not a single cent lost to any investor or a single foreclosure sale made. Isn't a first mortgage the right investment for you? Write for booklet describing methods, and lists of loans from \$500 to \$10,000.

AURELIUS-SWANSON CO., Inc.
28 State National Bank Bldg.
Oklahoma City, Oklahoma

Motor Stocks Copper Stocks Standard Oils

Tell us what you are interested in and we will send you our Statistical Book containing full data that will enable you to make purchases with a full knowledge of intrinsic values.

"Partial Payment Plan"

LR. LATROBE & Co.
111 Broadway New York

A SOUND INVESTMENT

Our Annuity Blue Book explains a sure income ranging from 4% to 9% on one life and 4% to 8 3-10% on two lives. This plan makes you your own executor and immortalizes your money after you have enjoyed a sure life income. These bonds are of special interest to Baptists and others who wish their money at last to help Christianize America. Forty years' experience! Write for our booklet.

CHARLES L. WHITE

The American Baptist Home Mission Society
Dept F, 23 East 26th Street, New York

usual line, unexpected and extraordinary, like the possibility (which has been hinted at) of a suspension of specie payments by Great Britain, will give a shock to every financial center. As things stand today, the strength of the stock market has a good foundation, yet safety always lies in taking a good profit whenever it can be had, and avoiding the danger of over-trading and of small margins.

F. Hartford, Conn.: Am. Tel. & Tel. is one of the best industrial investments. United Cigar Stores is well regarded.

S. Naples, N. Y.: Kresge's Stores stock is a good business man's investment, as the common pays 6 1/2 per cent. and the preferred 7.

C. Butte, Mont.: Anaconda has climbed so high that it seems to have about reached the top. Predictions that it will get to 125 appear extravagant. Big Ledge Copper is not yet a producer. The stock is a speculation.

H. Hooversville, Pa.: Pugh Stores Co. runs a chain of stores which, it is claimed, is doing a big and profitable business. The stock cannot be regarded as a "good investment" until it has become a seasoned dividend payer.

A. Ada, Okla.: C. Sunbury, Pa.: New oil and sulphur land-selling projects are all the time cropping up. They are ingenious methods of inducing people to buy stock for the land itself is far from worth the price asked.

T. New York: Considering that the common is paying 10 per cent., Maxwell first preferred is attractive. Cuba Cane Sugar preferred is less desirable. It pays the same rate of dividend, but its common returns no income. It is a war stock.

L. Chicago, Ill.: The cheap mining stocks on the Curb are mainly based on mere prospects and therefore are a gamble.

P. Southport, Conn.: The following would be safe investments for a few thousand dollars and would bring you over five per cent.: Corn Products pfd., Great Northern pfd., U. S. Steel pfd., American Smelting pfd., American Sugar pfd., American Woolen pfd., General Motors pfd., and Kansas City Southern pfd.

S. Kingston, N. Y.: F. Naugatuck, Conn.: The capital stock outstanding of American Hide & Leather Co. is \$11,500,000 common and \$13,000,000 7 per cent. preferred. The preferred is now paying 5 per cent., but arrears of 110 per cent. must be taken care of before common receives anything.

J. Memphis, Tenn.: Old General Motors stock, selling at about \$835, is to be exchanged for new in the ratio of one of old for 6 shares of new. The latter is quoted (when issued) at about 168, or much higher relatively than the old. Reported earnings of 168 per cent. the last fiscal year are apparently the justification for the new stock's high price.

S. & V. Holland, Mich.: 1. Union Bag & Paper Co. purchased the stock of the Rigol Paper Co. for \$100 cash per share. Holders of the old company's \$10,000,000 common stock receive \$2,000,000 of new common and holders of old \$11,000,000 preferred receive \$8,000,000. Prospect of a dividend on the new before long is bright. You can figure out for yourself whether it is wise to hold or to sell the old stock. 2. Wabash common is selling at about \$15. It is a long-pull speculation.

A. B. C. Meriden, Conn.: 1. American Locomotive common has had a big rise on phenomenal earnings from war orders. If the railroads are given higher rates so that their credit can be restored, they will be in the market with big orders for cars and locomotives and these will take the place of war orders and keep up earnings. 2. N. Y. C. is one of the best-managed railroads in the world. Its high efficiency is reflected in its large earnings and will continue to be if the heavy handicaps of the railways are removed.

L. Bridgeport, Ill.: Sinclair Oil & Refining reports that it is prospering and it recently paid its initial dividend of \$1.25. Midwest Oil has lately resumed dividends on preferred, but the common is a long-pull speculation. I see no reason why you should dispose of your Prairie Pipe Line stock and run the risk of getting it at a lower price. Hang on to a good investment. Anglo-American Oil's earnings are large and the surplus big. International Petroleum is an attractive speculation. Its earning power is growing, but it has not paid a dividend.

M. Mackinaw, Mich.: Southern Oil & Transport Corporation is a new combination whose success is yet to be demonstrated. It controls large properties in Mexico where conditions are disturbed. Continental Motor Co. is prosperous, paying 6 per cent. dividends on preferred regularly and dividends on common at irregular intervals. It declared a 5 per cent. cash dividend on common July 15 last, and paid stock dividends of 100 per cent. in October, 1915, and in February, 1916. Reo Motor, Paige Motor and Ford Motor of Canada are prosperous.

C. Galveston, Texas: 1. Zinc Concentrating (par \$10) is selling at about \$5. It has not arrived at the investment stage. 2. Stocks or bonds of standard dividend payers bought on reactions are the best and safest investments. 3. Avoid low-priced speculative oil shares. The S. O. group of stocks are all good industrial investments. Ohio Oil and S. O. of N. J. are particularly attractive because of possibility of extra dividends. 4. All the seasoned dividend payers, railroad or industrial are desirable purchasers. Among the railroads are Atchafalaya, C. C. & St. L. preferred, U. P., So. P., N. Y. C., Penna., Great Northern preferred, Northern Pac., Norfolk & Western; among the Industrials American Sugar, National Lead, U. S. Steel preferred, Woolen preferred, and the S. O. stocks. 5. Federal Sugar preferred paying 6 per cent. is a good business man's investment. The common pays nothing. 6. It is hard to say whether any of the low-priced railroads are as good a purchase as South

Pacific when at 30 many years ago. Several of them, however, are due to advance materially if earnings continue to increase, especially those which have been reorganized, with assessments paid.

B. Newport, R. I.: 1. Semet Solvay has been paying dividends this year at the rate of 20 per cent. on par (\$100), a fair return on the price you name. It seems to have discounted speculative possibilities. 2. The Federal Circuit Court has decided in favor of the Ohio Oil Co. in the suit by the government to recover certain oil lands. The case may go to the Supreme Court. Ohio Oil seems to be a purchase, because its generous dividends and immense surplus hold out a hope of extra disbursements. The decision favorably affects Midwest Oil Co. The latter lately restored the dividend on preferred but this is still in arrears. When these are taken care of the common will be a fair speculation. 3. Midvale has fluctuated a great deal. Earnings are large, forecasting a dividend. 4. White Motors is one of the strongest auto manufacturing concerns. The stock does not seem likely to make a big advance right away. 5. Intercontinental Rubber is highly speculative. Earnings from shipping show about 2 per cent. on the stock. The showing must be better if the stock is to have a substantial advance. 6. Mercantile Marine common and preferred appear to have discounted their future and it would be wise to sell at a good profit. 7. Both Prairie Pipe Line and Prairie Oil & Gas look like a purchase. 8. Singer stock is an excellent investment.

New York, November 2, 1916.

JASPER.

FREE BOOKLETS FOR INVESTORS

Readers who are interested in investments, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stocks, bonds or mortgages, will find many helpful suggestions in the announcements by our advertisers, offering to send, without charge, information compiled with care and often at much expense. A digest of some special circulars of timely interest, offered without charge or obligation to readers of Leslie's follows:

First mortgage loans of \$200 and up, paying 6 per cent. net, are offered by Perkins Co., Lawrence, Kansas, who have been in successful business for 36 years.

People who deny themselves to save want to invest their money securely. Free Booklet 56, issued by E. F. Coombs & Co., 120 Broadway, New York, describes the principles and methods of safe investment. Everybody who wishes to safeguard his savings should send for this publication.

Bonds accepted by the government as security for Postal Savings Bank deposits, free of income tax and paying 4 to 5 1/2 per cent., may be had of the New First National Bank, Dept. 5, Columbus, Ohio. The bank will send to any interested person its booklet, "Bonds of the Country."

The general prosperity of Oklahoma has favorably affected the value of lands in that state. Aurelius-Swanson Co., Inc., 28 State National Bank Bldg., Oklahoma City, Okla., are dealing in real estate first mortgages paying 6 1/2 to 7 per cent. and they will send free to any applicant a booklet describing their methods and lists of loans from \$300 to \$10,000.

Sound and reliable leaders of opinion in the financial and business world are a boon to careful investors. The widely quoted "Bache Review," with its unbiased judgment of the ever-changing situation, is a valuable aid in stock investments. Copies of the Review are mailed free on application to J. S. Bache & Co., members New York Stock Exchange, 42 Broadway, New York.

It is amazing that people can be lured into losing hard-earned cash in all sorts of speculative enterprises when good public utility issues can so readily be had. Williams, Troth & Coleman, 60 Wall Street, New York, offer public utility stocks yielding 5 to 8 per cent., with common stocks that promise enhancement. These offerings are outlined in Current Letter L, a copy of which will be sent on request by this firm.

There are no safer securities than those based on properly appraised real estate in growing communities. S. W. Straus & Co., 150 Broadway, New York, and Straus Bldg., Chicago, recommend first mortgage serial real estate bonds yielding 5 1/2 per cent. and backed by selected property in our largest cities. To show the safety of these issues, the house points to its record of 34 years without the loss of a dollar to an investor. For full particulars write to Straus & Co. for their free color map No. 1-402. The sale of over \$30,000,000 in securities without loss to investors is a proud record for any institution. This explains the widespread confidence shown in the first farm mortgages dealt in by the American Trust Co. of St. Louis. These issues are sold in amounts of \$100 to \$100,000 and they pay 5 to 6 per cent. The company, which is a strong, state-inspected institution, will send its interesting book "Farm Mortgages" to any investor who applies for it. It will cost nothing. Write for book No. 150 to Investment Dept., American Trust Co., St. Louis, Mo.

When an industrial stock has become a seasoned dividend payer, its rank as an investment is beyond question. The Tiltson & Wolcott Co., investment bankers, 115 Broadway, New York, Cleveland and Cincinnati, recommend the Michigan Smelting & Refining Co.'s 7 per cent. cumulative pfd. stock. There is no mortgage or other lien upon the property and the common stock is paying 6 per cent. Net earnings in 1915 are reported as 13 times the dividend received on the pfd. stock. The stock is offered at par and accrued dividends. Send to Tiltson & Wolcott Co. for complete particulars.

Investors and speculators need to secure clear and definite information on many points. They will find instructive and interesting the 8 booklets issued by John Muir & Co., specialists in odd lots and members New York Stock Exchange, 61 Broadway, New York. These booklets, which will be sent without charge to any address are, No. C-4, "100 Bonds"; No. A-4, "Cumulative Investment"; No. B-4, "The Partial Payment Plan"; No. D-4, "Odd Lot Investment"; No. E-4, "Odd Lot Trading"; No. F-4, "Investment for Women"; No. G-4, "Curb Stocks"; No. K-4, "Odd Lot Orders." These form a useful miniature library which every would-be buyer of securities will find it to his interest to consult.

"BARGAINS" IN BONDS

SAFETY in the purchase of bonds is the first thought of the conservative investor. In prosperous times many new issues of securities, due to the promotion of new enterprises, are offered to the public. Some of these are most attractive from the investment standpoint, others are partly speculative and still others are not to be recommended from any standpoint. For this reason, the conservative investor finds the greatest safety in purchasing securities recommended by banks or banking houses of established reputation, those who make the security of their customers the primary consideration and who maintain their patronage by maintaining the quality of the investments they recommend. The careful investor ought never to lose this salient thought nor should he sacrifice the sense of security for the desire to speculate. The best bargains in bonds are always those of the gilt-edged class. These pass unscathed through the vicissitudes of panics as a rule, and if they are temporarily depressed in any season of adversity, they are first to recover.

C. F. Atlanta, Ga.: City of Miami genl. imp. 5's yield 4 1/2 per cent. at present price. They can be had in \$1,000 denominations only, with maturities which range from 16 to 30 years. They are exempt from Federal Income Tax. The assessed valuation of Miami is twelve times its total bonded debt.

S. G. L. New York: Southern Ry. 1st consol. mtg. 5's are selling at about 102, to yield 4.9 per cent. They are secured by a direct mortgage on about 60 per cent. of the entire mileage of the railway. For the past four years the average earnings have been more than twice the interest on these and prior bonds.

R. H. Boston: St. P. gen. mtg. 4 1/2's are secured by first mortgage on 3,900 miles and by second mortgage on 2,404 miles of the railway. The mortgage is closed except for refunding purposes. The bonds are followed by junior securities which on the basis of their present market value represent an equity of over \$400,000,000.

R. C. Newburgh, N. Y.: An initial payment of \$75 is all that is usually required in the partial payment purchase of a \$500 bond, and \$150 for one of \$1,000 denomination. Monthly payments are \$25 or \$50, respectively. Even \$100 bonds can be purchased on the partial payment basis, usually \$10 first and \$5 subsequent payments.

A. E. Brockton, Mass.: Ga. Rwy. & Power Co. controls the entire street railway, gas, electric light and power business of the city of Atlanta, Ga., and Fulton County, Ga. The 1st & ref. mtg. 5's are secured by a first mortgage on the hydro-electric plant, and, subject to some prior liens, on the entire property of the company. The yield at present price is about 5.45 per cent.

W. C. Pittsburgh, Pa.: Subscriptions to the new 5 per cent. National Loan of the Republic of France were taken at the rate of \$14.83 per 100 francs, in denominations of 100, 1,000 and 5,000 francs. At present rates of exchange the yield for this government security is 5.7 per cent., while at normal rates the income would be 6.62 per cent. In addition there is presented an opportunity for profit on the advance in price of the bonds for themselves as well as in the return of exchange to normal, which is especially likely as the bonds are to run for fifteen years.

A. M. B. Toledo, O.: Northern Ohio Traction & Light Co. 1st lien & ref. 5's are offered at 94, to yield 5.30 per cent. Fifty communities situated in a rich agricultural section, and including one of the great manufacturing districts of this country, are served by this company. The city lines in Akron, Canton and Massillon, and a system of interurban lines connecting these cities with Cleveland, are part of the system. The company also supplies electric light or power, or both, to ten communities, including Akron. Net earnings at last report were two and three-quarters times the annual interest requirements.

B. Cincinnati, O.: Typical of the many government and municipal bonds issued in \$100 denominations are Anglo-French 5's, yielding about 6 1/4 per cent. at present prices; Am. Foreign Securities 5's, yielding 5.6 per cent.; Argentine Govt. 5's, yielding 5.6 per cent.; Province of Alberta 4 1/2's, yielding 5.4 per cent.; City of Minneapolis 4 1/2's, yielding 4 per cent.; City of New York 4 1/2's, yielding 4.1 per cent. You have a wide choice for diversification in a large number of railroad, industrial, public utility, city real estate and farm mortgage bonds which are issued in \$100 amounts.

A. Cincinnati, Ohio: With your small capital you would do well to buy good stocks or bonds outright or on the installment plan. The latter works well. Buy the better class of stocks—those paying dividends—like Lackawanna or U. S. Steel; the best oils, such as those of the S. O. group, and the best motors, like Willys-Overland, Maxwell or Studebaker. First mortgage bonds of the leading dividend paying railroad, industrial or public utility companies are safer still. Several of these are issued in the denomination of \$100. It is a good plan to diversify your investments. Study business conditions. Read the reports of earnings regularly published. Note the sales and prices daily and buy on your own information just as you would if you were buying a horse or a house.

F. Worcester, Mass.: 1. Great Northern preferred, Am. Tel. & Tel. Co., and Penn. R. R. are among the best. The bonds of these companies are also highly regarded. American Sugar common is attractive just now. Nevada Consolidated is one of the better class minor copper propositions. Mohawk Copper has been somewhat erratic in dividend figures, but it is coming strong this year, having declared 2 dividends aggregating \$17. Its advance from par (\$25) to present selling price (about \$95) appears to have discounted speculative possibilities. 2. The 5 1/2 per cent. Russian loan is an attractive speculation, but to realize full profits or 10 per cent. would need to have patience in waiting for the ruble to return to normal value. The coupons are payable until ten years after the maturity of the bonds.

Monthly Interest From Six Sound Bonds

Average Yield 5.11%

Yielding Per Cent.

Chicago, No. Shore & Mil. R. R.	
First Mortgage 5's, Int. J. & J.	5.62
New Jersey Power & Light	
First Mortgage 5's, Int. F. & A.	5.20
United King. St. Britain & Ireland 5's, Int. M. & S.	5.58
Atchison, Topeka & Santa Fé Ry. General 4's, Int. A. & O.	4.27
Virginian Railway Co.	
First Mortgage 5's, Int. M. & N.	5.05
Armour & Company	
Real Estate 1st 4 1/2's, Int. J. & D.	4.95

Send for descriptive circular L-52

The National City Company

National City Bank Building
New York

Double Your Income

THIS is no "get-rich-quick" plan, but a conservative statement of what you can do if you follow the saving, investing and business plans laid down in "The Book of Thrift." This remarkable new book by T. D. MACGREGOR, author of "Pushing Your Business," is not a mere collection of platitudes on the subject of thrift, but it is an extremely timely and practical work—at once an inspiration to the reader and a dependable Guide-Book of the road to fortune. It points out the pitfalls to be avoided and gives experience-tested advice, making plain the path to financial success. It has been well called "The 20th Century 'Poor Richard.'"

Among its hundreds of practical features

The Book of Thrift

contains a carefully worked out saving, interest and investment table, showing how you can make your money earn as much for you as you earn for yourself.

If financial independence is your goal, don't try to get along without "The Book of Thrift," a one-dollar book worth hundreds of dollars to anyone who reads and heeds it.

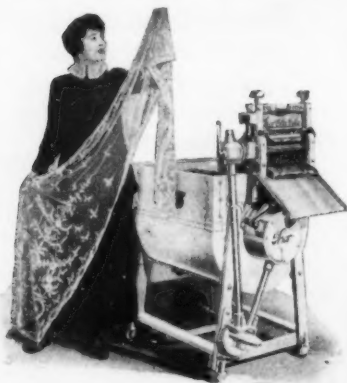
"The Book of Thrift" is a handsome, cloth-bound volume of 350 pages, with over 70 illustrations.

Send to-day for your copy of this first aid to success, which has received the endorsement of the American Bankers Association and of leaders in every walk of life.

Large 12mo. Cloth.
\$1.12, postpaid.

BRUNSWICK SUBSCRIPTION CO.
1116 Brunswick Bldg., New York City

No Hands Can Wash so Clean as This



"So Clean"

Absolutely spotless! Even shirtbands and cuffs perfectly clean. The Thor Electric Washing Machine makes everything cleaner than you could wash them by hand. If you have ever had a doubt about a washing machine just try the Thor. Learn what 120,000 other women have learned—that it will do an average family washing in an hour and do it perfectly. Don't put off writing to us for full information. Send the coupon below.

Push the Button Washing Done



Just push a button and you set the Thor Electric Washing Machine at work. It does the washing. Also the wringing. Makes clothes cleaner than you can wash them by hand. Gets an average family washing done in an hour. Finest laces, clothes of any kind, table and bed linens, blankets—all come out perfectly free from dirt—absolutely clean.

The Thor Electric Washing Machine

No work for you or a maid to do. Costs only 2c an hour for electricity. No rubbing at all. Saves wear on clothes. Also saves cost of help. Actually pays for itself by the savings it makes. (Ask any woman who uses one). Then it also saves time. Washing all done early. The rest of day free—think of that.

On Credit!

Any Thor dealer will sell you a machine for a small payment down. Then easy monthly payments. If you have an electric light system of your own, we can furnish special motor to run the Thor.

For Christmas—Decide now to give HER a Thor—something that will surely be useful, and a weekly reminder of the giver.

Send Coupon

Coupon will bring name of nearest dealer who can show you the Thor. Also big 48-page Book on Washing. Tells how to save money, time and work. All sent for the coupon. Mail it now.

Hurley Machine Co.
Dept. 2448
29 S. Clinton St.
Chicago, Illinois

147 W. 42nd St. N. Y.
413 Yonge St. Toronto
Also manufacturers of Thor Electric Ironing Machine, Thor Electric Vacuum Cleaners.

Hurley Machine Co.
29 South Clinton Street
Dept. 2448 Chicago
147 W. 42nd St. New York
413 Yonge Street, Toronto
I am interested. Send name of nearest Thor dealer. Also your big 48-page book.

Name.....
Address.....
Please give name of a dealer in your city who sells electrical supplies.

LATE NEWS IN PICTURES



A BUSINESS SITE IN A MUSHROOM CITY

A "wildcat" or "mushroom" town, defined without the aid of Webster, is a town in a booming region which grows up, almost overnight. Drumright, Okla., in the center of the country's greatest oil fields, is four years old and has a population variously estimated from 15,000 to 25,000. The growth of the city has been so rapid that space has even been rented to merchants in the middle of the main street. The adjoining property owners immediately collect damages. The building in the foreground has been removed since the picture was taken and the merchants are hoping that the sale in progress in the building in the background is a removal sale.



THE HUMBLE SPUD MADE THIS TOWN RICH

From 600 to 700 carloads of Red River Ohio potatoes are shipped annually from Hawley, Minn., a city with a population of about 1,000. This year it is reported to hold the national record for shipments. The car-famine has piled up potatoes until every cellar and basement in Hawley is full. So keen is the competition among local dealers that agents meet the incoming loads, out on the roads, and buy them for their respective houses. Clay County farmers now ride in their own automobiles, few of them flivvers.



RAPID TRANSIT AND RAPID FIRE IN MEXICO

The elusive bandit Villa has renewed his activities in the neighborhood of Chihuahua City, Mexico. By burning the railroad bridge at Ortiz he has cut off General Carranza's 11,000 men at Chihuahua from the reinforcements General Trevino was bringing, as the river at this time of the year is not fordable. Every train leaving the city now carries a military escort and many cars have machine guns mounted on them. Some of the American forces encamped on the border have been detailed to patrol the international trails and passes in Texas and New Mexico.

In answering advertisements please mention "Leslie's Weekly"

MEN WHO ARE MAKING AMERICA

(Continued from page 525)

dropped 50 per cent. and the Englishmen were hurrying over their success, he never for a moment flinched. He tried first one selling wrinkle and then another. It was during this historic tobacco war that "souvenirs" were distributed lavishly in even the smallest packages of cigarettes. Some of the things cost almost as much as the tobacco. Prices, of course, were cut ruinously. And several hundred thousand dollars were spent in advertising.

Every day the war lasted cost \$3,000!

But Duke won before a year had passed.

Duke agreed to sell out all his company's English interests to the Imperial, the English combine, at, need I say, millions of profit. James B. Duke never believed in doing business for the sake of his health.

In due course, however, Mr. Duke formed the British-American Tobacco Company and secured control of the export business of the Englishmen's combine, the Imperial Tobacco Company, so that he became and still is the dominant force in the foreign tobacco business!

When, however, the United States Government ordered the disintegration of the American Tobacco Company, the splitting-up process resulted in a great many shares of the British-American Tobacco Company being thrown on the market, and these were grabbed up by English buyers to such an extent that it is now to all intents and purposes an English instead of an American concern. At this moment, British-American stock is selling several dollars a share higher in London than in New York. When British-American was dominated from New York the company naturally favored American goods in its conquering of foreign markets, but now Chinese, Turkish, India and other tobacco is pushed. The bulk of the profits, also, now go to English pockets instead of to American. Its sales of cigarettes alone, now at the rate of over 25 billion a year, will soon reach 100,000,000 a day.

Mr. Duke remains at the head of the British-American Company but has severed all official connection with American tobacco companies, although he remains a large stockholder in numbers of them.

Although he now finds it necessary to spend about half his time abroad, Mr. Duke's heart is still in his native land, and particularly in the South. He conceived a gigantic project for the industrial development of his native State and its sister, South Carolina. He organized the Southern Power Company to supply electric power for cotton mills and other plants, including street railways, lighting plants and other activities demanding electric current. This company is already serving 75 towns and over 200 cotton mills operating more than 3,500,000 spindles, while it also runs an electric railroad of 125 miles. Thanks partly to this furnishing of electric power at reasonable cost, the Southern cotton mills have passed those of New England in annual output.

Though he scraped and saved every penny possible during the long struggle to provide sufficient capital for the development of his business, and urges all ambitious young men to do likewise, Mr. Duke feels that he is now entitled to enjoy the comforts of the best home money can procure. His estate at Somerville, N. J., has 1,000 acres of lawn and is one of the show places in the State.

Although rich, Mr. Duke does not believe in giving away money promiscuously. He declares that it requires even more study and investigation to distribute money wisely than to make it. His ideal in this direction is John D. Rockefeller, whose benefactions, he believes, will carry Mr. Rockefeller's name down through the ages as the greatest man and the greatest benefactor to humanity that the world has yet produced.

NEXT WEEK—DANIEL GUGGENHEIM AND THE STORY OF THE LACEMAKERS WHO BECAME THE WORLD'S GREATEST MINERS



GROWING OLD GRACEFULLY

The key to health in old age is the *prevention* of bowel disorder.

Constipation, which becomes more and more chronic with advancing years, frequently makes the burden of old age seem heavy indeed. Yet in most cases constipation can be entirely prevented by a little care in the matter of diet and by supplying in Nujol an efficient substitute for the mucus which exhausted nature no longer provides.

Nujol is not a bowel stimulant. It acts as an internal lubricant, softening the contents of the intestines, and so promoting normal evacuations.

Your druggist has Nujol. Avoid substitutes. Nujol is sold only in pint bottles bearing the Nujol trade-mark.

STANDARD OIL COMPANY
(New Jersey)

Bayonne

New Jersey

Nujol

FOR CONSTIPATION

Send for booklet "THE RATIONAL TREATMENT OF CONSTIPATION." Write your name and address plainly below Dept. 14

Name Address City State

Be Your Own War Strategist

Here, at last, is an adequate method of following the Great War—a method so valuable and comprehensive that it is possible to ascertain instantly, where each battle is fought, and to locate the various lines of battle.

You simply keep the war under your finger tips by inserting colored tacks in war maps, allowing the tacks to represent the lines of battle.

HAMMOND'S NEW AND COMPLETE WAR-RECORDING SYSTEM

The system consists of a map of Europe, mounted on one side of board, 23 1/2 x 18 inches in size, with large scale maps of each of the war frontiers mounted on the reverse side. The board is folded in the center for convenience and equipped with hangers. One hundred colored cloth-headed tacks accompany the maps.

HOW IT WORKS

The method of operation is simple. Insert rows of tacks in the maps to represent the battle lines as they are today, taking care to place them at the correct geographical location. Tomorrow, or whenever the battle lines are changed by the successful advance of one of the belligerents, move the tacks accordingly.

This method of watching the changes and revising the war maps becomes an entertaining game and an education, in which the whole family will participate. The children will read the papers, so that the maps will be properly corrected and at the same time will be learning the history of the Great War, as it develops.

UNDERSTAND THE WAR

This system makes it impossible for others to mislead you as to the actual gains or losses of ground. The change you make on the maps represents this feature, and by consulting the scale of the maps the correct distance can be ascertained.

Price \$1.50, postpaid. Additional Tacks, any color, 30c per 100

We have a large stock of other war maps. Send for catalogue.

C. S. HAMMOND & CO., The New York Map House
30 Church Street (Hudson Terminal) New York City

How the Other Side Laughs

THE making of a movie is almost as full of romance and adventure as the finished film itself. There's many a laugh and prank that happens "off-stage" that never reaches the screen.

You will enjoy the play more when you see it on the screen if you know the "inside" of its production and get acquainted with its heroes and heroines.

You can meet your favorites informally in the columns of FILM FUN. Besides their chatty stories and the striking pictures of the new features soon to be released, you'll find the magazine full of laughter and fun all its own.

FILM FUN

10 Cents a Copy
\$1.00 a Year



Stop Smiling

Published by LESLIE-JUDGE CO.
225 Fifth Avenue, New York



Look Unpleasant



Imperial Rome, arrogant in world dominion, rich with the spoil of conquest, splendid in her achievements in arts and letters: Degenerate Rome, sating her blood lust in the mangled bodies of the early Christians torn by wild beasts in the Arena, monstrous in her vices, overwhelmed by the barbarian hordes that like an avalanche swept over

her from the vast forests of antiquity: The rise and the wreck of powerful empires whose stories read like Chapters from an Oriental tale—all the romance, the thrill, the glory, the shame that attaches to the deeds of man in every age since civilization began is found in the ten fascinating volumes comprising

The Library of Universal History

The Story Told in a New Way

of man and everything man has done from the earliest recorded time to the present day, is the unique achievements of the author of this remarkable work, the well known historian, Israel Smith Clare. But this is not a one man history. After the fashion of an encyclopaedia it has enlisted the services of experts who are particularly familiar with some one of the many developments in the life of the human race in the wide range of themes which the 10 volumes embrace. All of these individual contributions have been woven into a continuous, absorbing recital.

These Two Wonderful Books Given to Prompt Subscribers For The Library of Universal History

NICHOLSON'S ANCIENT LIFE HISTORY of the EARTH
The life of the earth before man, and the history of the living beings which flourished upon the globe before man was created—the huge beasts and birds and reptiles. A fitting prelude to the study of the life of man himself is this interesting story of the earth on which we live. 428 Pages; 270 Illustrations; Glossary and Full Index.

PROCTOR'S OTHER WORLDS THAN OURS

Revised Edition

Are there other worlds than ours? Are they the abodes of beings of a higher type, as seems possible? The noted astronomer, Prof. Richard Proctor, in this famous book, discusses this fascinating subject in the light of the marvelous discoveries which have resulted from recent scientific research, discoveries which give Astronomy a new interest when associated with the subject of life in other worlds. 308 Pages; Illustrations in Color; Charts, Plans and Maps.



Both volumes uniform in style and size. Richly bound in cloth, gold decorated backs; printed in large clear type. But don't forget that to get these unique volumes with the set of THE LIBRARY OF UNIVERSAL HISTORY at half price, you must be prompt—the supply is strictly limited—therefore,

MAIL COUPON TODAY



Publisher's Price Cut in Half

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SENT NOW brings you the entire 12 volumes, including the beautifully printed volumes of Nicholson's Ancient Life History of the Earth and Proctor's Other Worlds than Ours—a grand cycle of History embracing almost every subject that has engaged the mind of man, extending even to the spheres beyond man's influence.

This remarkable offer is made possible by conditions in the book trade that could hardly occur again in a life time. Don't miss this opportunity! Think of having practically the equivalent of a University Course in your own home.

SEND TODAY if you would make sure of securing your choice of the two styles of binding of THE LIBRARY OF UNIVERSAL HISTORY. We have only a few sets in each style to offer at this sweeping reduction in price—Roxburghe Finished Cloth and rich Three-quarter Leather, the minimum payment on the latter being \$1.50 per month.

The Wisdom of the Ages

These Sumptuous Volumes will ornament and dignify your home. Pick them up when you will and, no matter where you turn, you will find something that will interest, entertain and instruct you. You will learn how man lived in every age, what he thought about, his manners and customs, how he waged war and cultivated arts of peace. And there is no fact in any other history not found in these magnificent volumes—but told in a more interesting way. Remember, this is a history of THE WHOLE WORLD FOR 6000 YEARS, not a history of merely a part or a period as given by Macaulay, Gibbon, and other historians.

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